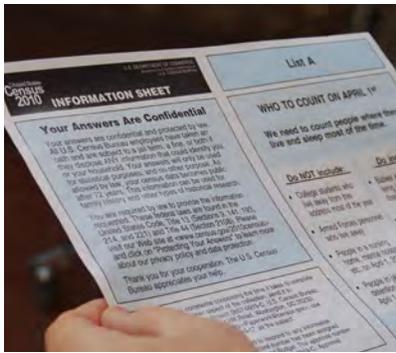


City of Milwaukee - Complete Count Committee



2010 CENSUS - FINAL REPORT OF ACTIVITIES

United States
**Census
2010**
IT'S IN OUR HANDS

City of Milwaukee - Complete Count Committee



Photo: Julie Ferris

The Countdown to Census Day Rally sponsored by the Milwaukee CCC and held at the Italian Conference Center on March 1, 2010.

Leadership Team

Sharon Robinson

Department of Administration, City of Milwaukee
(Chairperson)

Neil Albrecht

Election Commission, City of Milwaukee
(Subcommittee Co-Chair, Media Outreach)

Ella Dunbar

Social Development Commission
(Subcommittee Chair, Social Services Outreach)

Jerry Ann Hamilton

National Association for the Advancement
of Colored People (NAACP)
(Subcommittee Chair, African American Outreach)

Phil Harris

Milwaukee Public Schools
(Subcommittee Chair, Education Outreach)

Darren Kroenke

Spotted Eagle, Inc.
(Subcommittee Chair, Native American Outreach)

Peter "Pedro" Kwong

Bustos Media
(Subcommittee Co-Chair, Media Outreach)

Ron Leonhardt

Office of the City Clerk, City of Milwaukee
(Subcommittee Chair, Government Outreach)

Darryl Morin

League of United Latin American Citizens (LULAC)
(Subcommittee Chair, Hispanic Outreach)

Bethany Perkins

Manpower Inc.
(Subcommittee Chair, Business Outreach)

Arn Quakkelaar

Brothers and Sisters in Christ Serving
(BASICS) in Milwaukee, Inc.
(Subcommittee Chair, Faith-based Outreach)

Ken Schmidt

Hope House
(Subcommittee Chair, Homeless/Housing Advocacy Outreach)

Charles Vang

Hmong Chamber of Commerce
(Subcommittee Chair, Hmong Outreach)

CCC Team Support

Mayor's Office:

Daisy Cubias, Michael Miller

City Clerk's Office:

William Arnold, Julie Ferris, Christina Klose

Department of Administration:

Dana Kraemer



City of Milwaukee - Complete Count Committee FINAL REPORT OF ACTIVITIES

Table of Contents

	Page
I. Executive Summary	
• Formation of the Complete Count Committee (CCC)	4
• CCC Mission, Goals and Strategic Objectives	4
• CCC – Our Success (Strategies, Timeline of Major Activities)	5
• Conclusion.....	11
II. Appendix	
• Section A – CCC Partners	12
• Section B – CCC Strategic Plan	13
• Section C – CCC Talking Points for Partner/Public Distribution	17
• Section D – CCC Marketing Protocols and Sample Promotional Materials.....	22
• Section E – CCC Expenditures.....	68

Executive Summary

Formation of the Complete Count Committee (CCC)

The City of Milwaukee Complete Count Committee (CCC) was officially launched by Mayor Tom Barrett and Common Council President Willie Hines, Jr. on April 1, 2009 – one year prior to 2010 Census Day (April 1, 2010) – the deadline for households to complete and return census questionnaires.

The CCC was comprised of government, business and community leaders dedicated to raising awareness about the 2010 census among all residents and achieving a complete count. The primary role of the CCC was to plan and implement local outreach efforts to publicize the importance of the census and to encourage city residents to return their 2010 census forms on time.

At the CCC kick-off event, Mayor Barrett emphasized that “the census has far greater ramifications than just a simple count of the population of the United States.” Over the next decade, the census will determine the allocation of over \$400 billion annually for federal, state and county programs and services including education, health care, crime prevention, transportation and infrastructure. The census will also determine the districts of the state legislature and the number of seats that Wisconsin will have in the U. S. House of Representatives – directly affecting our political representation and state’s voice in government.

As this report reflects, the work of the CCC was innovative, exciting and rewarding. At its last meeting on July 19, 2010, Mayor Barrett and Stanley Moore, Director of the Census Bureau Chicago Regional Office, recognized the CCC leadership team and its many partners for their outstanding efforts to obtain an accurate and efficient 2010 census count for our community. The CCC is pleased to release this report highlighting its activities.

See Section A in the Appendix of this report for a complete list of CCC partners and Section D for samples of census promotional materials.

CCC Mission, Goals and Strategic Objectives

The CCC was tasked with developing and implementing an aggressive census awareness campaign to motivate every Milwaukee household to take part in the 2010 census. At its June 25, 2009 strategic planning meeting, the CCC established the following mission, goals and strategic objectives:

Mission: To count every resident in the 2010 census so that our community receives a fair allocation of government resources and accurate legislation representation.

Goal #1: Build a census outreach campaign targeted to raise census awareness among all residents using the knowledge, expertise, and leadership of community residents.

Strategic Objectives:

- Complete by October 1, 2009 a comprehensive marketing and outreach plan to reduce the potential of a census undercount in 2010.
- Reduce the workload in census follow-up operations (post Census Day - April 1, 2010) and improve cooperation with enumerators.

Goal #2: Increase the questionnaire mail response rate through a focused and structured neighbor-to-neighbor initiative.

Strategic Objectives:

- Increase mail return rate by 10 percentage points – from approximately 68% in 2000 to at least 78% in 2010.
- Establish contact with 75% of households by March 1, 2010.
- Establish contact with 75% of households that did not respond to the census questionnaire by May 1, 2010.

Goal #3: Empower every member of the community to take ownership of the census ensuring that the census is a 100% local effort.

Strategic Objectives:

- Ensure 100% state, local and tribal government, religious, community and social services organization involvement.
- Ensure 100% media and business involvement.

Section B in the Appendix of this report provides the CCC's comprehensive Strategic Plan outlining the strategies the committee set and adopted July 30, 2009 to meet its mission, goals and strategic objectives. This action plan guided much of the CCC's work and activities.

CCC Team - Our Success

Thanks to countless hours of volunteer time, and the CCC's extensive network of partners, Wisconsin and Milwaukee performed exceptionally well in Census 2010. As of the April 27, 2010 cut-off for the mail-in campaign, Wisconsin led the nation with a response rate of 81% compared to the national average of 72%. Milwaukee out-performed many of its peer cities with a response rate of 68% and matched its performance in Census 2000. Final mail-in response rates, which include late mail returns after the April 27 cut-off date, came to a total response rate of 82% for Wisconsin and 69% for Milwaukee. For more information on response rates, please visit <http://2010.census.gov/2010census/take10map>.

Milwaukee's challenge of counting every resident was much more difficult than the previous 2000 census. Highly mobile residents and people who are unemployed were more at risk of going uncounted as a result of dislocation due to the financial crisis. The immigration climate has resulted in some residents who are fearful to be in contact with any government entity, especially undocumented residents.

Eleven CCC subcommittees were formed to conduct outreach to the general public and place special focus on "hard to count" populations including:

- Individuals below poverty level
- Individuals receiving public assistance, disability or SSI
- Minority groups, immigrants, migrant workers
- Areas with a concentration of individuals who do not have high levels of educational attainment
- Individuals who speak a language other than English at home
- Individuals from female-headed households

The CCC subcommittees included: African American, Business, Education, Faith-based, Government, Hispanic, Hmong, Homeless/Housing Advocacy, Media, Native American, and Social Services/Anti-Poverty Outreach.

The members of these subcommittees reached thousands and thousands of residents and households and reinforced the following five basic facts about the census:

Fact 1: It is completely safe and private. Your response is confidential and is protected by law. Even if you are living here without documentation, you count. No one can check to see if you are a citizen – not the FBI, IRS, immigration, welfare, landlords, police or courts.

Fact 2: It helps fund community services. Hundreds of millions of dollars come into Milwaukee each year based on census data – money for education, housing, child care, health care, job training and more.

Fact 3: An undercount hurts everyone. For every Milwaukee resident that goes uncounted, we lose \$12,000 over a decade. An undercount of even 1,000 would result in a loss of millions of dollars to our community.

Fact 4: It strengthens our voice in government. A complete count helps ensure equal political representation for Milwaukee in Madison and Washington, D.C. In Census 2000, we lost a seat in Congress due to an undercount. We can't let that happen again.

Fact 5: The 2010 form is the shortest in history. It asks 10 simple questions – such as the name, age, gender and race of people in your household – and takes only 10 minutes to complete.

Section C in the Appendix of this report provides more detailed background information related to the census and talking points used by CCC partners.

CCC Strategies

In the absence of a well-funded advertising campaign, Milwaukee's CCC developed some unique outreach approaches and organized an army of volunteers to go door to door in neighborhoods where people may be the most unlikely to fill out the 2010 census survey.

The CCC set the strategic objective of obtaining 100% involvement by community-based organizations, fully recognizing the importance of grassroots involvement in educating the public about the importance of the census.

The CCC approached its work knowing that many Milwaukee residents would not be swayed by the “trust me” message of the U. S. Census Bureau. In Census 2000, it was determined by many community advocacy groups that many people living in Milwaukee did not complete their census forms or respond to census canvassers because they feared their information would be used by immigration officials, landlords, law enforcement and creditors.

One of the key strategies the CCC implemented to overcome historical barriers such as these involved asking all Milwaukee organizations that receive federal Community Development Block Grant (CDBG) funds – under the category of “community organizing” – to implement at least two census awareness activities as part of their community organizing efforts in 2010. These groups cover more than 70% of Milwaukee neighborhoods (including the poorest census tracts) and were the trusted voices the CCC needed, more so than any other sector, to help overcome language, cultural and other barriers that hinder the Census Bureau's ability to achieve a complete count. Every group took on this task with zeal and went door to door in educating residents who tend to be disproportionately undercounted. In addition, these groups organized many other census outreach activities such as town halls and community meetings.

Through CCC partners such as Wisconsin Voices and the League of Women Voters, community based organizations were granted the opportunity to receive comprehensive training and mini-grants of up to \$5,000 to support their census awareness activities – funds passed through by private foundations.

The CCC also unveiled a website on the City of Milwaukee home page (www.milwaukee.gov/2010census) where CCC partners, community organizations and the general public could go to obtain general information about the census and job opportunities available to city residents. The website contained a Fact Sheet explaining “What is the Census?,” answers to Frequent Asked Questions (FAQs), copies of sample questionnaires in multiple languages (English, Spanish, Korean, Vietnamese, Chinese, Russian and Web Braille). Tool kits were also available at the website targeted to leaders representing specific constituencies such as people of color, business organizations, college and university students, people with disabilities, faith-based organizations, seniors, veterans, immigrant and migrant workers and more. In addition, promotional materials could also be accessed and downloaded for public use such as census logos, pre-designed rack cards, flyers and posters.

Marketing Subcommittee Activities

One highlight of the CCC's campaign was its use of internal city government resources at significant savings. The Marketing subcommittee called on the services of the Common Council-City Clerk's Public Information Division. The group, the main information distribution arm of the Common Council, is well-versed in marketing and has a rich network of external connections to the press. With our limited budget, staying in-house to use their design, writing and translation skills coupled with their marketing expertise and media network saved thousands of dollars. For a detailed synopsis of the PID's efforts and strategies, see Section D in the Appendix of this report. This section also contains samples of the CCC's promotional materials.

CCC Outreach - Timeline of Events

Major Activities of the CCC

Following is a synopsis of the many major outreach activities implemented by the CCC, many that are consistent with the CCC's Strategic Plan.

April 2009

- Joined by a host of community leaders, Mayor Barrett proclaims April 1, 2009 "Census Kick-Off Day."
- Subcommittee Chair Ella Dunbar assists Social Development Commission staff Torrance Taylor in providing space used for year-long 2010 Census employment testing and training held weekly on site at the Social Development Commission through June 2010.

June 2009

- Established CCC Strategic Plan with mission statement, measurable goals, strategic objectives and specific strategies.
- CCC circulates census awareness materials at large festivals and events starting in June 2009 through the fall and winter months of 2009 to raise awareness about the census among minority populations (i.e., Indian Summer, Mexican Fest, Hmong New Year, etc.).

August 2009

- Letters were sent to all organizations receiving Community Development Block Grant (CDBG) funds in 2010 under the category of "community organizing," requiring them to conduct at least two census awareness activities.
- CCC Subcommittee Chair Ken Schmidt hosts Hope House Back to School event and distributes census information brochures and T-Shirts to children and families.

September 2009

- Members of the Native American Subcommittee developed local Native American targeted informational materials and staffed a 2010 Census Information booth at Indian Summer Festival to raise awareness about the census for the American Indian/Alaska Native (AIAN) community.

October 2009

- CCC Full Committee and Subcommittee hosts "Census Media Kick-Off" October Meeting to educate members of the media about the importance of the census and to recruit them as CCC partners. At this meeting, Census Bureau officials also discussed opportunities for advertisement buys and the registration process.
- City approves \$50,000 to fund CCC activities.
- Milwaukee unveils its census website created by the City Clerk's Public Information Division with CCC guidance. The content included answers to Frequently Asked Questions (FAQs), privacy information, employment information, a kid's page, printable sample questionnaires in six languages, and a list of census resources.
- Members of the Native American Subcommittee staffed an information booth at the University of Wisconsin-Milwaukee (UWM) Pow Wow to raise census awareness.

November 2009

- Members of the Native American Subcommittee staffed a census information booth at the Potawatomi Hunting Moon Pow Wow to raise census awareness.

December 2009

- Office of the City Treasurer encloses census information in 157,000 property tax bills.
- City provides list of potential Be Counted and Questionnaire Assistance Centers to Chicago Regional Census Center and many were adopted.
- Members of the Native American Community staffed a census information booth at the Southeastern Oneida Tribal Services (SEOTS) Winter Craft Fair to raise census awareness.
- Census promotional materials including the “rack cards” were mass distributed to CCC partners along with other promotional trinkets (i.e., thermal mugs, T-Shirts, baseball caps, etc.). These materials were circulated to residents through late April.
- The CCC spreads the word about census jobs to CCC partners and local residents.

January 2010

- Mayor Barrett spoke about the importance of the census at the 26th Annual Dr. Martin Luther King Day Jr. Birthday Celebration at the Marcus Center for the Performing Arts. CCC members staffed community tables to distribute census material including job recruitment information and promotional items.
- NAACP sponsored Martin Luther King event at the Metropolitan Baptist Church. Speech given by CCC Chair Sharon Robinson. CCC members staffed community tables to distribute census material including job recruitment information and promotional items.
- NAACP sponsored Dr. Martin Luther King celebration at All Saints Catholic Church program highlights the importance of the census.
- Radio and print ads purchased/run in African American and Hispanic media outlets including the *Milwaukee Times Weekly Newspaper* and AM 1290 WCMS Radio in honor of MLK Day promoting the census.
- The City Water Works Department encloses census information in 127,000 water bills.
- Promotional material and items are distributed to community based groups pledging to implement two census activities. These include mugs provided by the census and over 100,000 rack cards in English, Spanish, and Hmong purchased with CCC funds.
- \$5,000 mini grants awarded to 18 Community Development Block Grant organizations for census activities (funds passed through by private foundations to Wisconsin Voices and the League of Women Voters).
- Posters are displayed throughout the Milwaukee Public Library System, Milwaukee Housing Authority sites, City of Milwaukee Health Department clinics and other public locations.
- Articles are published in the library system newsletter and in the employee newsletter of the Social Development Commission.
- Subcommittee Chair Ella Dunbar assists Social Development Commission staff Torrance Taylor in disseminating census promotional and print materials daily to Energy Assistance and VITA tax clients at the Social Development Commission through April 1.
- Hispanic leaders began census promotion on weekly Monday television spots run through Census Day on April 1.
- CCC Members join the U. S. Census Bureau Regional Office and African World Festival Board in sponsoring a Census Awareness Concert featuring the Whispers and Jerry Butler targeted to community leaders and grassroots advocates (1/23/10).

February 2010

- CCC provides lists to U. S. Census Bureau on recommended places to establish Be Counted Questionnaire Assistance Centers, many were adopted.
- Census information is distributed at the Chinese New Year festival at Mitchell Park Conservatory.
- Mayor Barrett convenes an Asian Leadership Town Hall meeting, attended by 50 leaders representing all ethnicities and languages in the Asian community.
- Mayor Barrett convenes a Faith-Based Brown Bag Lunch for members of Brothers and Sisters in Christ Serving (BASICS) in Milwaukee, a key group of church leaders and ministers serving hard to count populations in the poorest census tracts.

- CCC Chair Robinson promotes the value of the census to both the Shelter and Hunger Task Forces. Membership of the task forces encompasses a number of organizations providing shelter and emergency food services.
- Ken Schmidt, CCC Subcommittee Chair for Homeless Outreach, provides census information and resources to the Continuum of Care, 75 organizations that advocate for the homeless as well as assist the disabled, SSI recipients, and veterans in Milwaukee County.
- Subcommittee Chair Schmidt briefs case managers who assist over 400 formerly homeless residents about the impact of a complete count. The case managers work with residents residing in scattered sites throughout the city and Milwaukee area suburbs.
- Several service-based organizations (SBOs) donate space for Be Counted and Questionnaire Assistance Centers.
- CCC partner Community Advocates assembles a comprehensive list of SBOs and non-shelter locations to assist with service-based enumeration.
- Census Black History facts included in the Knowledge Bowl sponsored by the Social Development Commission. Teams of competing middle and high school students receive Census T-Shirts.
- CCC census logo is placed on the letterhead of all city departments from February through April 30, 2010. County Board supervisors and other CCC partners are requested to do the same.
- CCC Chair Robinson and representatives of several grass roots organizations attend a *Milwaukee Journal Sentinel* editorial board meeting to lobby for coverage of the upcoming March 1 “Count Down to Census Day Rally”. The *Milwaukee Journal Sentinel* prints editorial on February 25.
- Mayor Barrett urges readers to attend “Count Down to Census Day Rally” in the February e-newsletter The Barrett Report.
- Members of the Native American Subcommittee staffed information booth and gave a formal presentation at the Indian Council of the Elderly Meal Program site to raise awareness regarding the importance of the census. Print materials and newsletter drop-ins were distributed to AIAN community based organizations (see attachments).
- Bustos Media tapes census Spanish infomercials for use during February and March.
- Hispanic Outreach Subcommittee submits census articles to *El Conquistador* for publication authored by Mayor Barrett and Subcommittee Chair Darryl Morin.
- Hispanic Outreach Subcommittee delivers census informational materials for distribution in Spanish to four El Rey supermarkets and Peter’s Grocery Store. These materials were placed in grocery bags at check out lines throughout March. Information was also delivered to non-profit organizations serving the Hispanic community.

March 2010

- CCC holds March 1 “Countdown to Census Day Rally” at the Italian Conference Center. Speeches by Mayor Barrett, Congresswoman Gwen Moore and Common Council President Willie Hines Jr. kick off the proceedings. Program features eight “Voices of the Community” representing Youth, Diversity and Those in Greatest Need, and Business and Labor. Students from the Milwaukee High School of the Arts provide entertainment with music and a skit demonstrating the pitfalls of census under counts. The event included lunch, prize giveaways, and an appearance by former football players of the Chicago Regional Census Center’s Sports Collaborative. Approximately 250 community leaders attended.
- CCC Subcommittee Co-Chair Neil Albrecht and Public Information Division Manager Bill Arnold wrote census script for City Channel segment featuring Mayor Barrett and Council President Hines regarding the importance of mailing census forms on time. Taping and production completed early March and segment runs through April 1, Census Day.
- In collaboration with Wisconsin Voices and League of Women Voters, the CCC sponsors census advertisements on billboards, buses and at bus stops from March 1 through April 30.
- CCC Subcommittee Chair Arn Quakkelaar mails letter to over 1,000 faith-based leaders in the Milwaukee area encouraging them to spread the word about the importance of the census in their places of religious worship.

- Editorials by CCC Chair Robinson, Mayor Barrett, Common Council President Willie Hines Jr., and Jerry Hamilton chair of the subcommittee on African American Outreach are published by on-line media outlets.
- Subcommittee Chair Ella Dunbar coordinates with Social Development Commission Media Manager Dale Shuster for SDC CEO Deborah Blanks' editorial to appear in *Milwaukee Community Journal* (3/3/10).
- Subcommittee chair Darryl Morin and Daisy Cubias appear on March 9 Spanish TV show – *Triunfando en Milwaukee*.
- Display ads are published in *Milwaukee Times Weekly Newspaper*, and the *Milwaukee Community Journal*, serving African American readers, and *El Conquistador*, serving the Hispanic community (including articles authored by Mayor Barrett and Council President Hines).
- Sharon Robinson appears on WITI/FOX6 News.com in a two minute segment highlighting the census.
- Radio spots are broadcast on WMCS-AM (African American) and WDDW-FM (Hispanic).
- Subcommittee Chair Ella Dunbar coordinates with Social Development Commission Media Manager Dale Schuster for SDC CEO Deborah Blanks' to appear with Sharon Robinson on WMCS-AM radio (3/3/10).
- On Caesar Chavez Day, Spanish-language radio station LaGranD 104.7 FM does a live remote broadcast from El Rey Grocery Store to answer questions about the census and encourage people to complete their forms. Milwaukee and West Allis mayors, state representatives, and leaders of Hispanic outreach for the census were on hand for the event, organized by Mayor Barrett's office. Three hundred Spanish language coloring books and crayons provided by the census were among the promotional items distributed.
- Member of the Native American community staffed a Census Information booth at Indian Summer Festival Midwinter Pow Wow to raise census awareness.
- CCC Chair Sharon Robinson and Subcommittee Chair Charles Vang drop off census promotional materials to Asian grocery stores and community centers for distribution to the Asian community in Hmong, Chinese and English languages.
- Minority Media and Collaborative Partners host community luncheon with the CCC at Stella's Restaurant to raise census awareness.
- El Rey hosts two hour remote coordinated by Daisy Cubias (Mayor's Office). Donated by the Villarreal Family.

April 2010

- Census Day on April 1, CCC Chair Robinson appears on WITI TV/FOX6 Now.com to discuss the census. The two minute video included footage of the Be Counted/Questionnaire Assistance center in the City Hall rotunda.
- Milwaukee CCC reaches out to all partner organizations asking them to participate in the "March to the Mailbox" campaign, the Census Bureau's last big attempt effort to get residents to return forms before the mail-box campaign was closed. Over 50 community-based organizations conducted door-to-door canvassing to encourage residents to fill out their forms. The North Avenue Community Development Corporation sponsors an April 10 "Holler If You're Out There! To Be Counted in Census 2010" breakfast meeting.
- Daisy Cubias appears on the Spanish TV show *Buenos Dias Milwaukee* Bustos media.

May-August 2010

- CCC partners continue their efforts to spread the word about the importance of residents cooperating with Census workers during the door to door canvassing by the Census Bureau following the mail-in campaign. During this effort, Census workers were assigned to collect data from households that did not return forms and check accuracy of data.

Conclusion

Despite a modest \$50,000 budget allocated by city government, the CCC clearly contributed to the success of the 2010 census mail-in campaign and subsequent door to door canvassing of households that did not return their forms in a timely manner. For the Census 2000 effort, the City allocated \$250,000 for census outreach and the State of Wisconsin matched it dollar for dollar for a total budget of \$500,000 – funds that were primarily used to hire a consultant to create and implement a census awareness campaign. The bulk of the \$50,000 budgeted primarily went toward purchasing minority media print ads and other promotional materials including rack cards and flyers in multiple languages including English, Hmong and Spanish.

The lack of funding for special events and activities to promote the 2010 census was not unique. States and cities across the nation reported that they were facing the same dilemma and would have to conduct census outreach with limited funds. Although scarce resources restricted the CCC from implementing every step identified in its July 2009 strategic plan, the CCC's contributions are indisputable. It is, therefore, the recommendation of the committee that the City of Milwaukee replicate the practice of forming CCCs in future years to ensure that our community receives its fair share of government resources and fair legislative representation.

Mayor Tom Barrett, Common Council President Willie Hines, Jr., and the CCC leadership team extends a special thanks to the hundreds and hundreds of people who invested their energy, enthusiasm and time to raise census awareness and achieve an accurate count of our population.

The final tabulations being sent to the President by December 31, 2010 will provide population totals by state for the purposes of apportioning members of Congress among the states. Data for lower levels of geography will be released by state on a rolling basis between late February and the end of March 2011. The Census Bureau will complete the delivery of redistricting data to the states by April 1, 2011, to begin the process of reappointment.

Appendix - Section A

Partnering Organizations

Adult Learning & Workforce Solutions, Council for the Spanish Speaking, Inc.
African American Chamber of Commerce
Asian American Medical Students
Boys and Girls Club of Greater Milwaukee
Brothers and Sisters in Christ Serving (BASICS) in Milwaukee Inc.
Bustos Media LLC.
Catholic Charities
Community Advocates
Congresswoman Gwen Moore's Milwaukee Office
City of Milwaukee
- City Clerk's Office
- Common Council
- Office of the Mayor
- City Departments
Gerald Ignace Indian Health Center
Governor Jim Doyle's Milwaukee Office
Harambe Ombudsman Project, Inc.
Hmong Wisconsin Chamber of Commerce
Hope House
Independence First
Interfaith Older Adult Programs
League of Latin American Citizens (LULAC)
Lincoln Park Community Center
Manpower Inc.
Merrill Park Neighborhood Association
Milwaukee Area Workforce Investment Board
Milwaukee County Board of Supervisors
Milwaukee Public Schools
Milwaukee Urban League
Milwaukee Urban League
- Young Professionals
Mosaic on Burleigh Mainstreet
North Avenue CDC
Northwest Side CDC
Project Respect
Repairers of the Breach
Safe and Sound Community Partners
Senator Russ Feingold's Office
Senator Herb Kohl's Office
Sherman Park Community Association
Silver Spring Neighborhood Center
Social Development Commission
Southeastern Oneida Tribal Services
Southside Organizing Committee
Spotted Eagle, Inc.
The Salvation Army
United Community Center (UCC)
University of Wisconsin Milwaukee
YMCA Parklawn
YWCA of Greater Milwaukee
We Count Wisconsin Census Project

Wisconsin Voices
(Partner Organizations Include):
9 to 5 National Association of Working Women
ACLU of WI Foundation
AFSCME District Council 40
AFSCME District Council 48
Citizen Action WI Ed Fund
Community Advocates
Disability Rights Wisconsin
Fair Wisconsin Education Fund
Good Jobs Livable Neighborhoods
Hmong American Friendship Association
Institute for One Wisconsin
Institute for Wisconsin's Future
La Casa de Esperanza, Inc.
Labor Community at Work
League of Women Voters of Wisconsin Education Fund
League of Young Voters - CAV
Midwest Environmental Advocates
Milwaukee LGBT Community Center
Milwaukee Urban League
- Young Professionals
NAACP – Milwaukee Branch
NARAL Pro-Choice
- Wisconsin Foundation
NEW Pride
Partnership for Working Families
Planned Parenthood Wisconsin
Progressive Future Community Voters Project
SEIU Wisconsin State Council
Shee Yee Community Center
Sierra Club Foundation,
- John Muir Chapter
The White House Project
Transit Now
United Council of UW Students
Urban Underground
Voces de la Frontera
WAVE
Wellstone Action
Wisconsin AFL CIO
Wisconsin Alliance for Retired Americans
Wisconsin Apprentice Organizers
Project Wisconsin
Environment Research and Policy Center
Wisconsin League of Conservation
Voters Institute
WISPIRG
Women Voices
Women Vote
Working America Education Fund

Appendix - Section B

7/30/10

(Product of the CCC June 25 Planning Session and Other Prior CCC Meetings)

City of Milwaukee - Complete Count Committee Strategic Plan

Mission Statement

The mission of Milwaukee's Complete Count Committee is to count every resident in the 2010 Census so that our community receives a fair allocation of government resources and accurate legislative representation.

Goals/Strategic Objectives

Goal #1: Build a census outreach campaign targeted to raise census awareness among all residents using the knowledge, expertise, and leadership of community residents.

Strategic Objectives:

- Complete by October 1, 2009 a comprehensive marketing and outreach plan to reduce the potential of a census undercount in 2010.
- Reduce the workload in census follow-up operations (post Census Day - April 1, 2010) and improve cooperation with enumerators.

Goal #2: Increase the questionnaire mail response rate through a focused and structured neighbor-to-neighbor initiative.

Strategic Objectives:

- Increase mail return rate by 10 percentage points – from approximately 68% in 2000 to at least 78% in 2010.
- Establish contact with 75% of households by March 1, 2010.
- Establish contact with 75% of households that did not respond to the census questionnaire by May 1, 2010.

Goal #3: Empower every member of the community to take ownership of the census ensuring that the census is a 100% local effort.

Strategic Objectives:

- Ensure 100% state, local and tribal government, religious, community and social services organization involvement.
- Ensure 100% media and business involvement.

Broad Strategies Applicable to All Subcommittees/Timeline

August – December 2009

- Identify all CCC partners and firmly establish CCC network (consisting of trusted government, community and business leaders; faith-based and social and civic organizations; educators; the media, citizens and non-citizens - native born and foreign born - and encompassing all races, all cultures, all ethnicities and all nationalities).
- Define hard to count target areas – including those areas where questionnaire response rates were low using 2000 census data.
- Prepare local media lists and establish connections with all local media outlets.

- Designate a representative from each CCC Subcommittee to be the liaison to the media (could be the CCC Subcommittee Chairperson).
- Establish clearinghouse for census promotional materials (more than one location should be identified).
- Produce census promotional materials for distribution to residents in all relevant languages (i.e., Hmong, Chinese and Spanish).
- Identify appropriate locations for Census Questionnaire Assistance Centers (rank in priority order with special focus on hard to count areas).
- Create Milwaukee CCC website link available at government websites with local content/materials and links to the federal site www.census.gov.
- Establish Speakers Bureau (of local residents and leaders who can tell the story about the census at community meetings and events).
- Ask all organizations in the CCC network to choose a month and date in which they will sponsor census activities to promote the census. Create "Activities Calendar."
- Develop fundraising plan and secure funds to support census promotion activities.

January – March 2010

- Continue producing, re-producing and circulating census promotional materials for distribution to local residents in all relevant languages (i.e., Hmong, Chinese and Spanish).
- Add census messages to all meetings, events and correspondence.
- Provide information on federally funded programs that have benefitted the community.
- Plan a major promotional event around the mail out of census questionnaires (i.e., "March to 2010" parade held close to Census Day).
- Place public service announcements in local media encouraging residents to complete and return questionnaires immediately.
- Saturate public access areas with easy-to-read and understandable census information customized for our community.
- Place a census message at every partner organization urging residents to complete and return their questionnaires (including one for front line call takers/customer service representatives).

April 2010

- Encourage community residents to cooperate with census workers in the door-to-door count.
- Place public service announcements in local media encouraging residents to cooperate with census workers in the door-to-door count.

May 2010

- Continue to encourage community residents to cooperate with census workers in the door-to-door count.

Strategies Specific to CCC Subcommittees

Faith-based

- Contact all faith-based offices to get top down support for a complete count.
- Contact ministerial associations such as Brothers and Sisters in Christ serving in Milwaukee (BASICS), Milwaukee Inner-City Congregations Allied for Hope (MICAH), etc. to engage these organizations in census awareness activities.
- Make personal visits to organized faith-based meetings and distribute information and materials.
- Offer census presentations at faith services.
- Host a religious leaders breakfast to encourage faith-based participation.
- Partner with the Governor's Office on Community and Faith-Based Partnerships in sponsoring an event to involve religious leaders in census outreach activities.

Social Services/Anti-Poverty/Homeless

- Contact all community-based organizations and social and civic groups to get top down support for a complete count.
- Require all community-based organizations receiving Community Development Block Grant (CDBG) dollars in 2010 under the category of “community organizing” to implement at least two census awareness activities. (18 organizations across the city conduct community organizing in the poorest census tracts, covering 70 plus percent of the city).
- Distribute information in collaboration with local health organizations.
- Distribute information at child care facilities and Head Start programs.
- Distribute information in collaboration with community-based organizations serving low-income residents (such as Social Development Commission and affiliated organizations, homeless shelters including Hope House, etc.).
- Distribute information to local retirement and nursing homes.
- Distribute information to all housing/homeless shelters (including public and assisted housing).
- Distribute information in collaboration with disabilities groups.
- Use “211” System to promote the census.

Government

- Ask all local, state and federally elected officials and tribal governments to encourage residents to complete and return questionnaires immediately (through newsletters, press conferences, etc.).
- Utilize mailing lists from government agencies to reach out to residents.
- Insert census information in mass mailings from government agencies (i.e., many City Departments issue newsletters on a regular basis as does the Common Council).
- Post signage and distribute brochures in government offices (including government supported housing) and high public traffic areas (libraries).
- Include census information in brochures and newsletters.
- Use public television and radio (Channel 25, MATA Community Media, Wisconsin Public Radio) to promote census.
- Place decals or bumper stickers on public vehicles.
- Post signs on buses and at bus shelters.
- Engage neighborhood associations and block watch groups in census outreach.
- Place census logo on government letterheads.
- Paycheck announcements for government employees.
- Engage government call takers/customer service representatives to remind citizens who call in to return their questionnaires beginning early in 2010.

Education/Youth

- Insert paycheck message line on MPS payroll notices.
- Implement Auto-dialer message to all MPS families.
- Send Census Newsletters to media and schools.
- Post signs and distribute flyers at school sports events.
- Provide arts and social studies curriculum materials to all schools (public and private).
- Distribute handouts/signs at child care and Head Start sites.
- Conduct outreach to colleges and universities (dorms, unions, etc.).
- Have youth help distribute census materials.
- Implement “Census In Schools Program” – guidance and curriculum provided at www.census.gov.
- Sponsor a hip hop event or something similar to reach hard-to-count young adults.
- Use social Internet sites as a tool to target college students.

Media

- Establish working relationship with the Regional Census Office (Director and Media Specialist) on media strategies.
- Partner with the Milwaukee Journal Sentinel – Milwaukee’s largest newspaper – on census promotional campaign kickoff early in 2010.

- Broadcast public service announcements on local television shows and radio. All outlets are our partners (i.e., TV, radio, print, electronic/online, student publications, ethnic papers, chamber newsletters, etc.).
- Publish census articles and opinion pieces (op-eds) in local newsletters and newspapers.
- Tell the “census story” – use futurist to determine message.
- Create communications packets for all media outlets (articles, PSAs, “How To”, Op-Eds).

Business

- Contact local Chambers of Commerce to get top down support for a complete count.
- Contact business associations such as Milwaukee Metropolitan Association of Commerce (MMAC) and Greater Milwaukee Committee (GMC) to engage these organizations in census awareness outreach.
- Advertise at local grocery and retail stores.
- Use phone banks to ask survey questions that act as prompter or auto calls.
- Establish Business Speakers Bureau (of local business leaders who can tell the story about the census at community meetings and events).
- Reach out to landlords and real estate managers (past history has shown problems with landlords and building managers throwing away census forms and doormen turning away enumerators).

Minority (African American, Hispanic, Hmong/Asians, Native Americans, etc.)

- Work to promote census with community anchors (such as churches/religious organizations, schools, universities, stores, employment assistance centers).
- Distribute census information to beauty and barber shops, sports bars, ethnic restaurants, minority businesses and churches.
- Develop messages that build trust – messages that are different from the mainstream addressing the hard to reach (i.e., imaging in their language). Engage local media in this process with special focus on minority media outlets.
- Develop a database of community events that will take place targeting minorities and make census promotional materials available.
- Recruit youth to develop and adopt a Census community outreach project.
- Recruit census takers and volunteers that look and speak the language of the residents they are collecting info from.
- Work with organizations serving residents on probation and parole (Department of Corrections).
- Make census promotional events fun and interactive (i.e., hip hop or similar event).
- Recruit Census Bureau Speakers from minority communities who can deliver messages that resonate to these populations (celebrity figures ideal).
- Create community liaisons and mediators for all targeted groups (African Americans, Hmong/Asians, Spanish, Native Americans, etc.).
- Host community educational town hall meetings targeted to minority populations such as Islamic Centers, Lao Community Center, United Community Center, National Association for the Advancement of Colored People and Latinos United League (LULAC).
- Build a sense of ethnic pride around being counted – marketing ethnic identity.
- Engage community-based organizations in providing outreach materials, doing PSAs and hosting community events.
- Set up census informational booths at community gatherings.

Appendix - Section C

(Talking points/general background information distributed to all CCC partners and members of the media)

2010 Census – Talking Points

Our community has a lot to gain or lose in the 2010 census. We must make sure every person living here is counted.

- The federal government uses census information to decide where and how to spend almost \$400 billion every year on health, education, transportation, and more.
- State governments use census information to decide which communities need money, and what kind of nonprofit services to support.
- Businesses use information to decide where to invest in new factories, distribution centers, and stores.
- Every person who goes uncounted could cost our community thousands of dollars a year. If a lot of people don't get counted, we could lose out on millions that our communities need and deserve. It could make the difference between getting or losing a school, health clinic, senior center, or job training site.
- Census information is also the basis for political representation. Census counts are used to decide how many representatives each state gets in Congress and how those districts are defined. States use the same information to draw legislative districts.
- Communities where people don't get counted will lose political representation and influence to communities where everyone does get counted.

It takes a little bit to accomplish a lot – a little time now brings 10 years of benefits.

- The census questionnaire covers just six topics and shouldn't take most people very much time to fill out. But the benefits last for 10 years. That's a great investment.
- Every household is required by law to complete a census form. People who fill out and return their form by April 1 won't be contacted by a census worker; the Census Bureau will try multiple times to get in touch with people who don't complete the form.
- Anyone with questions about the form can get free help by calling a census hotline, which will be available in many languages, or getting information and assistance from local organizations working to get a complete count.

The census is an opportunity we get only once every 10 years. It's time. Make yourself count.

- Census information has a huge impact on our communities: how we're represented in local, state, and national government; how much money our communities get for schools, health care, and other services; where new money gets invested in transportation or roads; how effectively our educational and economic opportunities and civil rights are protected.
- Making sure everyone in our communities gets counted will benefit us for the next 10 years. If everyone doesn't get counted, we'll be hurting ourselves for 10 years.
- It's a big job to count every person. In the past, millions of people have been missed. We can't afford to let anyone go uncounted. So we're working to make sure it's done right.

The census is a chance to build leadership in our community.

- Helping make the census a success is a great next step for people who got involved in 2008 by registering voters.
- Activists can get training in organizing and communications skills that will help them be effective community leaders after the census is complete.
- How many chances does an individual activist have to help bring millions of dollars to their community?

Your privacy is protected. There's no need to fear the census.

- Census responses are completely confidential, protected by the strongest national privacy laws on the books. Any census worker or other government official who violates census confidentiality can be imprisoned for up to five years and fined \$250,000.
- No other government agency – not even law enforcement or the courts – can get any person's individual census information for the next 72 years.
- No private company – no landlord, employer, bank, or creditor – can get any person's individual census information, even with a court order.
- Every census worker has to swear an oath to keep information confidential for life, or they face big fines and jail time.

The census is a time to build respect, influence and power for our community.

- In 2008, we wanted to be sure every vote was counted. In 2010, we need to make sure every person is counted.
- We can't just count on the Census Bureau. It's up to us to take responsibility for making sure that everyone in our community is counted.
- Numbers matter. In the past, minorities and low-income people have been more likely to be passed over in the census. Getting everyone counted will demonstrate the strength of our communities and will give us a bigger voice in government, business, and decisions that affect our lives and families.
- Census information helps identify places where people are being denied opportunities and where action is needed to help protect civil rights.

2010 Census - General Background Information

Education

The accuracy of the 2010 census has significant implications for the education of the nation's schoolchildren. The ACS provides the U.S. Department of Education with the most comprehensive data on school enrollment and educational attainment. Census population figures are used to draw school district boundaries and determine funding allocations for many education programs. Data from the census provide federal, state, and district governments with benchmarks for evaluating the need for and effectiveness of policies that affect the well-being of children, for determining program eligibility, and for applying financial aid allocation formulas. Census information is needed for the following:

- Safe and Drug Free Schools and Communities State Grants that provide support to state education agencies for a variety of drug and violence prevention activities focused primarily on school-age youth;
- Special Education Preschool Grants for children ages 3 through 5. Funds under this program are also used to cover the costs of related services including the salaries of special education teachers, speech therapists, and psychologists;
- Reforming elementary and secondary school programs that serve Native American students under the Indian Education Grants to Local Educational Agencies program; and
- Title I Program for Neglected and Delinquent Children that provides grants to states to help provide education continuity for youth in correctional facilities so they can make successful transitions to school or employment once they are released from state institutions.

Additionally, the census and ACS provide comprehensive demographic data that support the informed development of education policy. Data on school enrollment (including whether individuals attend public or private schools) and educational attainment can be cross-tabulated with information on the nation's student population and the households in which they live (including location, age, sex, income, family structure, labor force status, and disabilities) to help educational policymakers address specific needs and challenges students might face in their communities.

Census data are also used for a number of critical education functions, including drawing school district boundaries, providing direct aid to schools that serve children with limited English proficiency, determining illiteracy levels among language minorities, profiling the socio-economic conditions of school-age children, and measuring changes in education levels across communities so employers can determine where to locate new jobs. Furthermore, census data are used to help allocate approximately \$26 billion annually in education funding (FY 2007):

- The census is used to disperse Title I grants for state educational agencies to improve the education of economically disadvantaged children and to distribute funding for the Rehabilitation Services-Vocational Rehabilitation State Grants program and the Safe and Drug-Free Schools and Communities program;
- Other U.S. Department of Education programs that use the data in their allocation formulas and eligibility determinations include: Special Education - Grants for Infants and Families with Disabilities; Improving Teacher Quality Grants; Education Technology Grants; Rural Education; Even Start State Educational Agencies; and Comprehensive School Reform Demonstration.

There is no comparable comprehensive source of information about the population to support U.S. Department of Education initiatives.

People of Color

The decennial census collects data on Hispanic origin and race in order to comply with nondiscrimination legislation, address racial disparities, and provide statistics to federal agencies. In particular census data are used for the following:

- Ensuring enforcement of language assistance rules and creating legislative districts under the Voting Rights Act;
- Identifying population segments that need medical services under the Public Health Service Act;
- Monitoring and enforcing equal employment opportunities under the Civil Rights Act; and
- Funding programs at historically black colleges and universities to foster equal opportunity through post-secondary education for African Americans.

Immigrants

The ACS collects information on place of birth, citizenship, year of entry, and language spoken at home in order to better serve the needs of immigrants and refugees. Knowing the characteristics of immigrants helps policy makers understand how different immigrant groups are assimilated. The data also help fund programs specifically geared towards those who have difficulty with English. Decennial census data are used to:

- Allocate funds to public and private nonprofit organizations to provide employment resources aimed at making the foreign-born economically self-sufficient;
- Assist states and local agencies with developing health care and other services tailored to the language and cultural diversity of immigrants;
- Evaluate voting practices of government subdivisions, such as states, counties, and school districts, under the Voting Rights Act;
- Evaluate the effectiveness of equal opportunity employment programs and policies under the Civil Rights Act;
- Allocate grants to school districts for children with limited English language proficiency; and
- Develop health care and other services tailored to the language and cultural diversity of the elderly under the Older Americans Act.

People with disabilities

Census data directly affect funding for many programs critical to individuals with disabilities including programs for education, health care, transportation, employment training, and housing. The federal government uses census information to guide the annual distribution of approximately \$15 billion in services to people with disabilities (FY 2007). For example, the information is used to:

- Help state and county agencies plan for eligible recipients under the Medicare, Medicaid, and Supplemental Security Income programs;
- Distribute funds and develop programs for people with disabilities and the elderly under the Rehabilitation Act;
- Distribute funds for housing for people with disabilities under the Housing and Urban Development Act;
- Allocate funds to states and local areas for employment and job training programs for veterans under the Job Training Partnership Act, Disabled Veterans Outreach Program;
- Ensure that comparable public transportation services are available for all segments of the population under the Americans with Disabilities Act;
- Award federal grants, under the Older Americans Act, based on the number of elderly people with physical and mental disabilities;
- Allocate funds for mass transit systems to provide facilities for people with disabilities under the Federal Transit Act;
- Provide housing assistance and supportive services for low-income individuals with HIV/AIDS and their families under the Housing Opportunities for Persons with AIDS (HOPWA) program; and
- Make available special education for children ages 3 through 5 through Special Education Preschool Grants.

Census data on age help policy makers target funds and services to senior citizens. The following provide examples of how policy makers use census data to develop programs and allocate approximately \$200 billion in federal funds:

- State and county agencies use the data to forecast the number of people eligible for Social Security and Medicare;
- Planners use it to determine the number and location of hospitals, health service centers, and retirement homes;
- The Nutrition Education Program uses the data to help elderly persons obtain nutritionally sound meals through senior citizen distribution centers or via meals-on-wheels programs;
- Funds are distributed through programs developed for people with disabilities and the elderly under the Rehabilitation Act;
- Equal employment opportunity is enforced under the Age Discrimination and Employment Act;
- Planners use it to ensure that comparable public transportation services are available for all segments of the population;
- Federal agencies require these data to award federal grants, under the Older Americans Act, based on the number of elderly people with physical and mental disabilities;
- Under the Very Low-Income Housing Repair Loans and Grants program, the data enable older people who cannot afford to repay a loan to remove health and safety hazards in their homes;
- The Senior Community Service Employment program, funded under Title V of the Older Americans Act, helps economically disadvantaged individuals aged fifty-five and older with poor employment prospects gain financial independence through employment training, referrals, and counseling;
- The Prevention of Elderly Abuse, Neglect, and Exploitation program coordinates state and local adult protective efforts with other state and local service programs that focus on elderly abuse prevention and intervention;
- The Long Term Care Ombudsman Services for Older Americans program allows state and local long term care ombudsmen to speak and act on behalf of the residents of nursing homes by investigating nursing facility complaints and providing community support to those who often cannot speak or act on their own behalf;
- The Indian Program Grants to Indian Tribes and Grants to Native Hawaiians help provide meals, health care, and transportation to elderly Native Americans and Native Hawaiians who are disproportionately poorer than the older population in general; and
- The Supportive Housing for the Elderly Program, administered by the Department of Housing and Urban Development, supports the creation of housing facilities specifically for older persons.

Business

Businesses of all sizes and types rely on census data to reach decisions that allow them to operate more efficiently. The business community utilizes census data for marketing, hiring, and selecting site locations, as well as forecasting future demand for goods and services. In short, census data help businesses to make more knowledgeable decisions about the people they serve and thereby enhance overall economic performance and improve the standard of living in communities. Census data help businesses in the following ways:

- **Site selection:** Census data assist businesses in choosing where to locate new stores, banks, restaurants, and other retail or service enterprises. Bank lenders and insurance companies use census data to evaluate financial risks and investment planning. Builders and contractors are particularly interested in housing-related census data in order to select sites for new housing construction as well as rehabilitation projects.
- **Understanding the local labor supply:** A major concern to the business community is having an adequate supply of skilled workers. Census data provide this needed information so that businesses are able to determine whether a geographic area has the labor force skills necessary for a specific industry. Census data also are critical in helping administrators, personnel managers, and employees determine whether a firm is complying with federal regulations that promote fair employment practices.
- **Understanding consumer needs:** Businesses use census data to help them meet specific needs of the populations they are serving in each area. For example, in areas where large numbers of people primarily speak a language other than English at home, businesses can offer bilingual information about their services. In communities with high percentages of senior citizens, businesses can tailor their facilities and train their staff to assist people who may have more trouble hearing or getting around on their own

Community-Based and Social Service Organizations

Community-based and social service organizations rely on census data to reach decisions that allow them to operate more efficiently. Census data guide local decision-makers in important community planning efforts, including where to build child-care and community centers. Community planners and governments rely on census data to determine where there is the most need for additional social services and who gets needed funding, such as community development block grants. Census data can help organizations estimate the number of potential volunteers in communities and the number of residents who may need services and can help them write better proposals for grants. For example, service organizations, such as Big Brothers of America, use data on the characteristics of young men such as age, education, occupation, and income to estimate the number of potential volunteers in metropolitan areas. In short, census data help community-based and social service organizations make more knowledgeable decisions about the people they serve and thereby enhance overall performance.

Appendix - Section D

Marketing Protocols/Sample Promotional Materials

The CCC utilized the internal marketing services of the Common Council-City Clerk Public Information Division (PID) rather than hiring an outside firm. The Government Subcommittee chair, Ron Leonhardt, directs the division and coordinated much of the marketing directives with the government agencies he connected with on census outreach. This dual use of one resource saved time and money and created message and design consistency.

The PID designed the localized templates for messaging based off the national example. Using the federal Census Bureau's graphics, Tina Klose, graphic designer for the PID, created an image and logo for all Milwaukee materials for the census campaign. Further, she created a website to host all necessary documents for those engaged in the campaign as well as for residents who may be looking for census information or employment opportunities. The website was a distinct design, hosted through city servers.

The PID also suggested and helped secure permission from ITMD to create a census-related signature line for all city e-mails, further distributing our message at no cost.

The branding was also delivered through the division's work with local media. A comprehensive advertising campaign that utilized the logo created by Klose and ads designed by the division included the local papers the *Community Journal*, *Milwaukee Courier*, *Milwaukee Times*, *Voces de la Frontera* and *El Conquistador*. The ad campaign in these diverse community papers included progressive advertisements that teased basic points of the campaign from page to page.

The division also translated advertisements (and other materials to be discussed later) into Spanish with the help of graphic designer Jeremy Hooper. Further, advertisements were garnered at a significant discount by negotiating color, placement and bulk purchase and total savings across all papers was approximately 30% off of basic ad rates.

The coordination with local papers and the large advertising buys were also beneficial to the PID in later marketing campaigns. This internal coordination of services led to continued discounts and relationships the division was able to flex in later campaigns and it can continue to be counted on for all the benefits of an in-house firm.

Other notable advertising buys included a free rotating ad on *Milwaukee Magazine's* web site. Relationships between PID staff and the magazine allowed for Klose to design a banner ad and free placement that could not have happened without the work of the PID.

The PID also coordinated and designed a digital billboard census campaign with the help of the grant dollars assigned to the League of Women Voters (LWV). PID has a strong relationship with Lamar outdoor billboards and that agency has been an annual supporter of our public service announcement campaign for Sparky, the fireworks safety mascot. As a result, the coordinated effort between the LWV, the PID and Lamar resulted in a significant savings in billboard production and we secured billboard airtime at half the cost. It is worth noting that we tried to facilitate a relationship with Clear Channel for bus shelter ads, bus ads and their production, but the agency was slow to respond and uncooperative even when approached with funding dollars versus a public service announcement donation. For future campaigns, Lamar should be approached first with the larger portion of funds.

The PID also coordinated a radio ad campaign at various stages. Their work included coordinating the sale, selecting airtime slots, the campaign design and the ad spot writing. We coordinated with Suzi Wallace at B93.3 and AM1290 for the radio ads and part of the purchase package including an ad on their website (designed by Tina Klose) and key census officials interviewed across their various programs.

In addition to conventional media (website, print ads, web ads and radio), the PID team also created a collateral materials campaign to supplement the products the federal Census Bureau issued. Among the items designed and purchase by the PID team were stickers (both English and Spanish – translated by the PID), balloons, buttons, large banners for event tables (in English and Spanish) and bumper stickers for City vehicles.

Among the materials designed and printed in-house by the PID team were flyers, posters for city buildings and county facilities, newsletter articles with graphics for the alderpersons, branded news releases announcing the campaign, the website and more, table signs for events, running bulletins on City Channel 25, creating a Census 2010 letterhead design for distribution to all government agencies and divisions as a template for their mailings, and creating a census information display with the help of Mary Lohmeier in the Legislative Reference Bureau library window in City Hall. Tina Klose also extended the web presence of the information by creating a flash web advertisement used on city aldermanic web pages and the main city web page.

The PID also coordinated the messaging for other government agencies, meeting and offering our services to county press agents and coordinating the printing of census information on the municipal services bills.

The use of the Common Council-City Clerk's Public Information Division, specifically Bill Arnold, Julie Ferris, Tina Klose and Jeremy Hooper, for the census campaign saved thousands of dollars and flexed an in-house set of skills and expertise that paved the way for future savings as the city launches other large scale information campaigns. The coordination of the Government subcommittee and the Marketing Subcommittee is one measurable benefit of the census campaign and should be utilized in future census coordination.

Census News Release

Honorable Mayor Tom Barrett

Common Council President Willie L. Hines, Jr.



Milwaukee's Future: IT'S IN OUR HANDS

www.milwaukee.gov/2010census

FOR IMMEDIATE RELEASE

October 26, 2009

Sharon Robinson, chair
Complete Count Committee
414-286-3828

Milwaukee Unveils 2010 U.S. Census Website

The City of Milwaukee has launched an informative, interactive local website as part of its proactive efforts to make sure every man, woman and child in the city is counted in the 2010 U.S. Census.

Titled "**Milwaukee's Future: It's in Our Hands**," the website address is www.milwaukee.gov/2010census.

Mayor Tom Barrett and Common Council President Willie L. Hines, Jr. have formed a Complete Count Committee consisting of government, business and community leaders to raise awareness about the upcoming census so no one is left uncounted. A part of the committee's action plan was to create a local website with relevant information about the importance of the upcoming census.

"The website serves as a convenient one-stop online resource to help residents get helpful information they can use as they get ready to fill out 2010 Census questionnaires," Mayor Barrett said.

And Mayor Barrett emphasized the importance of engaging individuals and organizations throughout the city to make sure everyone is counted. "Our first goal is to remove barriers – and perceived barriers – that may keep an individual from returning their 2010 Census questionnaire," he said.

-More-

Census News Release - continued

Milwaukee Census Website/ADD ONE

The myth that census information is public or shared with other government agencies is false, Mayor Barrett said, adding: "First and foremost, residents must know that all census information is strictly confidential, and federal law prevents census workers from revealing data they collect and it may not be shared with other government agencies."

Created by the City Clerk's Public Information Division with guidance and collaboration from the Complete Count Committee, the website offers a wealth of helpful information, including answers to frequently asked questions, privacy information, jobs info, contacts, a kids page, printable sample questionnaires in six languages, a resources listing, and much more, said Common Council President Hines.

President Hines said that a complete count is critical to the city's future, as census counts determine the amount of federal funds Milwaukee receives for public safety, community and economic development, transportation and other city programs. Additionally, he noted the census determines the districts of the state legislature and the number of seats that Wisconsin will have in the United States Congress. "Not only is the city's representation at the state and federal level determined by the census, but there are billions of federal dollars that are distributed on the basis of population," he said.

"It's critical that Milwaukee receive its fair share of available, vital funds," President Hines said.

The website is a good tool for updates on census recruitment and hiring efforts. It's anticipated that the Census Bureau will be recruiting for part-time, temporary workers in the next few weeks. The next wave of hiring will take place in the spring of 2010. Please visit the "Jobs" section for additional information and to track future developments.

Census questionnaires will be mailed to all households in mid-March 2010 and are to be returned by April 1, 2010. After that date, census workers will contact households that did not return the questionnaires.

"We urge everyone in Milwaukee to promptly return their 2010 Census questionnaires to reduce the need for door-to-door visits by census workers," said President Hines.

-30-

2010 Census Website Homepage

City of Milwaukee

Milwaukee's Future: IT'S IN OUR HANDS

Home What is the Census? FAQs Jobs Resources Kids Contact

Message from Mayor Tom Barrett and Common Council President Willie Hines, Jr.



Dear Fellow Milwaukeeans:

The census is on the horizon. April 1, 2010 is Census Day – the deadline for all households to complete and return their census questionnaires. It is very important that **every** person living in Milwaukee be counted.

The importance of ensuring that every resident is counted has far greater ramifications than just completing an accurate count of the population of the United States. The census is the basis for the allocation of billions of dollars of federal, state and county funds. It also determines the districts of the state legislature and the number of seats that Wisconsin will have in the United States Congress – directly affecting our representation and the state's voice in our government.

When your census form arrives in March 2010, please fill it out and sent it in right away! Also, tell your family, grandparents, aunts, uncles, friends, co-workers and neighbors that they all need to stand up and be counted. Milwaukee's future is in our hands!

Sincerely,
[Mayor Barrett](#) and [Common Council President Hines](#)

We must all do our part to achieve a complete count in the upcoming census!

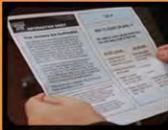
"It is time for us all to stand and cheer for the doer, the achiever - the one who recognizes the challenge and does something about it."

— Vincent Lombardi, Head Coach
Green Bay Packers, (1959-1967)

Milwaukee's Future Is In Our Hands and We Need Your Help!

To stay abreast of local census developments, please continue to visit this website. You can access information about the U. S. Census Bureau and its activities at www.census.gov.

Timeline of Operations



Telephone Questionnaire Assistance
February 25, 2010 through July 30, 2010



Mailout/Mailback
March 14, 2010 through September 30, 2010



Nonresponse Follow-up
May 1, 2010 through July 10, 2010



Nonresponse Follow-up Re-interview
May 7, 2010 through July 17, 2010

United States Census 2010

© 2009 City of Milwaukee - 2010 Census

2010 Census Website



Census Radio Event Flyer

La Gran D104.7 FM En VIVO desde El Rey!

Unase al Alcalde Tom Barrett,
Presidente del Concilio de Consejales Willie L. Hines, Jr.
y Consejal James Witkowiak

Sábado 27 de Marzo del 2010 • 3:00 - 5:00 p.m.
El Rey Productos Mexicanos • 916 S. 16th St.

Los Números Son Importantes

Por cada persona de Milwaukee que no es contada, perdemos \$1,200 anualmente o \$12,000 durante una década. El impacto de un subregistro de 1,000 personas significaría millones de dólares perdidos a nuestra comunidad.

Otras personas asistentes y colaboradores:

Familia Villarreal, Darril Morin, Director del Subcomité de informar a los Hispanos Comité del Censo Contar Completo, Representante del Estado Pedro Colón, Alcalde de West Allis Dan Devine y otros líderes Latinos que están preocupados con la participación y el resultado del censo.



El Futuro de Milwaukee:
ESTÁ EN NUESTRAS MANOS

¡1 de abril 2010 es el día del censo!
PÓNGASE DE PIE Y SEA CONTADO

Para más información, visite: www.milwaukee.gov/2010census

Patrocinado por el Comité de la Cuenta Completa de Milwaukee.

Misc. Census Promotional Supplies (Buttons, Table Signage and Bilingual Balloons)



Photos: Tina Klöse

Census Rally Flyer and Program Flyer

Ready. Set. Count!

Countdown to Census Day Rally!

Please join Mayor Tom Barrett, Common Council President Willie L. Hines, Jr. and other grassroots community leaders

Monday, March 1st at 11:45 a.m.
Italian Community Center, 631 E. Chicago Street, Milwaukee

We need your help in mobilizing and empowering every household in our community to take part.

For every person who goes uncoun­ted we lose about \$1,200 annually or \$12,000 in federal funding over a decade – money for education, job training, housing, health care and many other social services. An accurate and complete census count also ensures equal political representation for Milwaukee in Madison and Washington, D.C.

IT'S CRUNCH TIME!

The 2010 Census is just weeks away!

It's up to all of us to take responsibility for making sure every person in our community is counted.

FOOD. FUN. PRIZE DRAWINGS.
 Census promotional materials will also be available on site.



Milwaukee's Future:
 IT'S IN OUR HANDS
April 1, 2010 is Census Day!
 STAND UP AND BE COUNTED

For more information visit: www.milwaukee.gov/2010census

Sponsored by Milwaukee's Complete Count Committee

Countdown to Census Day Rally

Sponsored by Milwaukee's Complete Count Committee

Italian Conference Center • March 1, 2010

Part I – Opening Entertainment (11:30 a.m. – 12:00 p.m.)
Milwaukee High School of the Arts

- Jazz Trio, Vocal Jazz and Theatre Group (Census Skit)
- Pledge of Allegiance

Part II – The Kick-Off (12:00 p.m. – 12:05 p.m.)
Mayor Tom Barrett, Chair of the Complete Count Committee, will introduce

- *Guest speakers:*
- Congresswoman Gwen Moore
- Mayor Tom Barrett
- Common Council President Willie Hines Jr.

Part III – Voices of the Community (12:05 p.m. – 12:30 p.m.)
Mayor Tom Barrett, CCC Subcommittee Chair for Hispanic Outreach, will moderate

- *Guest speakers:*
- **Young People**
- Jayme Montgomery-Baker (State Director, Campaign Against Violence/Wisconsin League of Young Voters)
- Elvaughn Riley (Youth Leader, Hephatha Lutheran Church)

Voices of Diversity and Those in Greatest Need

- Joe Volk (Executive Director, Community Advocates)
- Chris Her-Xiong (Principal, Hmong Peace Academy)
- Jerry Ann Hamilton (President, NAACP-Milwaukee Chapter)
- Christine Neumann Ortiz (Founder and Executive Director, Voces de la Frontera)
- Mark Powless (Director, Southeast Oneida Tribal Services)

Voices of Business and Labor

- Sheila Cochran (Secretary-Treasurer, Milwaukee County Labor Council)
- Tom Rave (Executive Director, Gateway to Milwaukee)

Part IV – Prize Giveaways/Wrap Up (12:30 p.m. – 12:45 p.m.)
Daisy Cubias and Michael Miller (Mayor's Office), Dana Kraemer (Department of Administration) and CCC Subcommittee Chairs will facilitate.

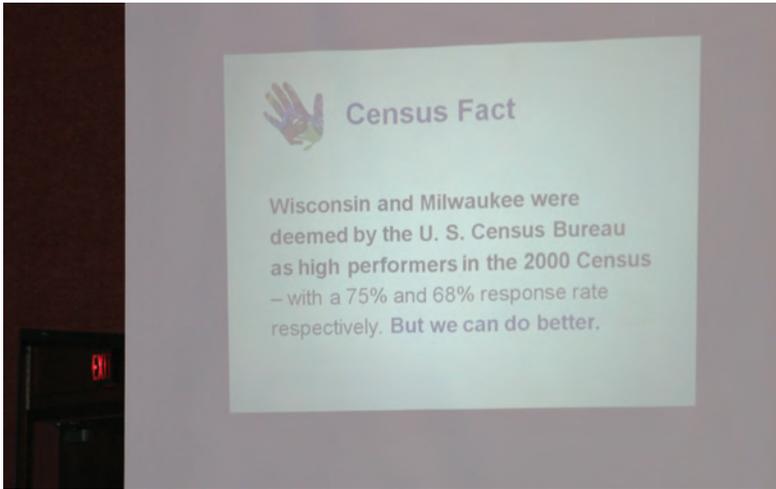
- Prize Giveaways
- Close Out Event



For more information visit: www.milwaukee.gov/2010census

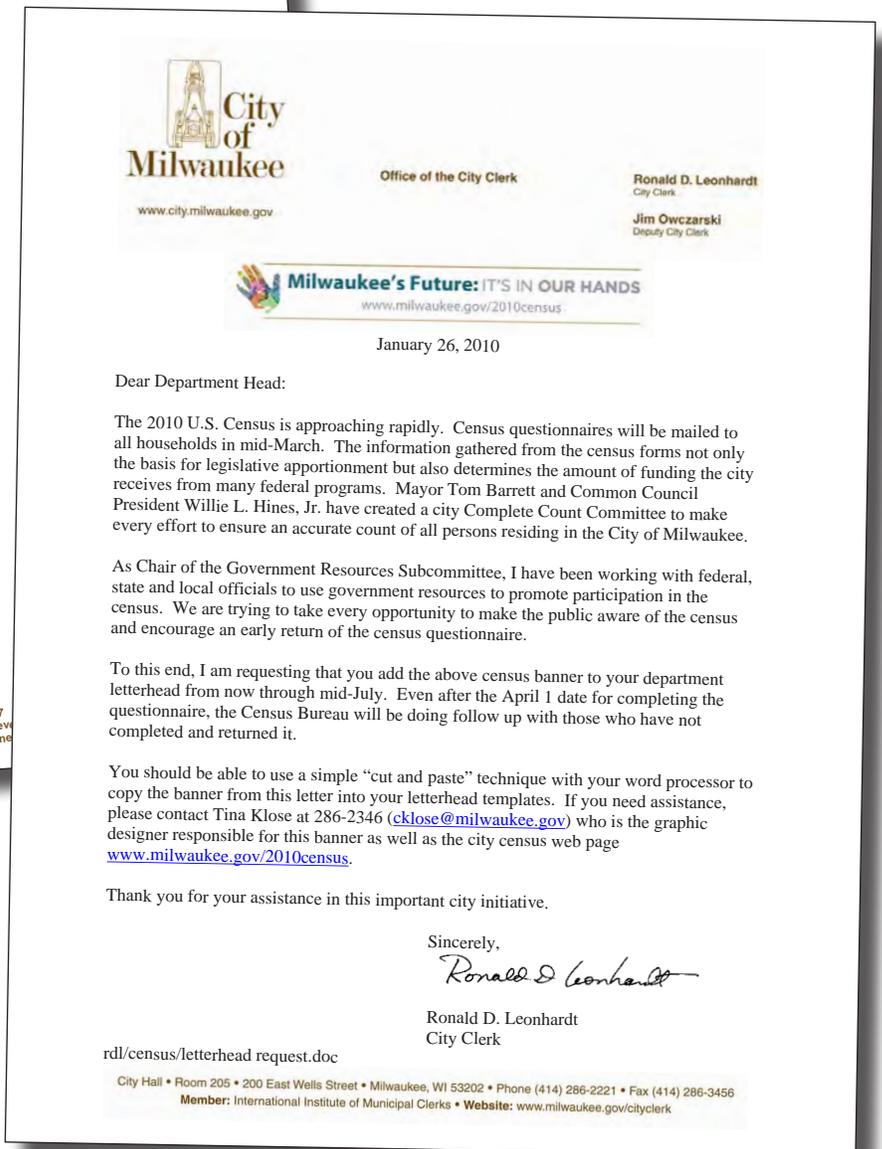
Census Rally

(PowerPoint, Banners, Signage, Flyers)



Photos: Julie Ferris

City Departmental Letterhead



January 26, 2010

Dear Department Head:

The 2010 U.S. Census is approaching rapidly. Census questionnaires will be mailed to all households in mid-March. The information gathered from the census forms not only the basis for legislative apportionment but also determines the amount of funding the city receives from many federal programs. Mayor Tom Barrett and Common Council President Willie L. Hines, Jr. have created a city Complete Count Committee to make every effort to ensure an accurate count of all persons residing in the City of Milwaukee.

As Chair of the Government Resources Subcommittee, I have been working with federal, state and local officials to use government resources to promote participation in the census. We are trying to take every opportunity to make the public aware of the census and encourage an early return of the census questionnaire.

To this end, I am requesting that you add the above census banner to your department letterhead from now through mid-July. Even after the April 1 date for completing the questionnaire, the Census Bureau will be doing follow up with those who have not completed and returned it.

You should be able to use a simple "cut and paste" technique with your word processor to copy the banner from this letter into your letterhead templates. If you need assistance, please contact Tina Klose at 286-2346 (cklose@milwaukee.gov) who is the graphic designer responsible for this banner as well as the city census web page www.milwaukee.gov/2010census.

Thank you for your assistance in this important city initiative.

Sincerely,

Ronald D. Leonhardt
City Clerk

rdl/census/letterhead request.doc

City Hall • Room 205 • 200 East Wells Street • Milwaukee, WI 53202 • Phone (414) 286-2221 • Fax (414) 286-3456
Member: International Institute of Municipal Clerks • Website: www.milwaukee.gov/cityclerk

Bilingual Stickers



 **El Futuro de Milwaukee:**
ESTÁ EN NUESTRAS MANOS
¡1 de abril 2010 es el día del censo!
PONERSE DE PIE Y SER CONTADOS
www.milwaukee.gov/2010census



 **Milwaukee's Future:**
IT'S IN OUR HANDS
April 1, 2010 is Census Day!
STAND UP AND BE COUNTED
www.milwaukee.gov/2010census



Office of the City Clerk
City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202



 **Milwaukee's Future:**
IT'S IN OUR HANDS
April 1, 2010 is Census Day!
STAND UP AND BE COUNTED
www.milwaukee.gov/2010census

Lamar Digital Billboards



Milwaukee's Future:
IT'S IN OUR HANDS
April 1, 2010 is Census Day!
www.milwaukee.gov/2010census



Milwaukee's Future:
IT'S IN OUR HANDS
It's not too late - mail your Census form today!
www.milwaukee.gov/2010census



Bilingual Banners



Milwaukee's Future:

IT'S IN OUR HANDS

April 1, 2010 is Census Day!

STAND UP AND BE COUNTED

www.milwaukee.gov/2010census



El Futuro de Milwaukee:

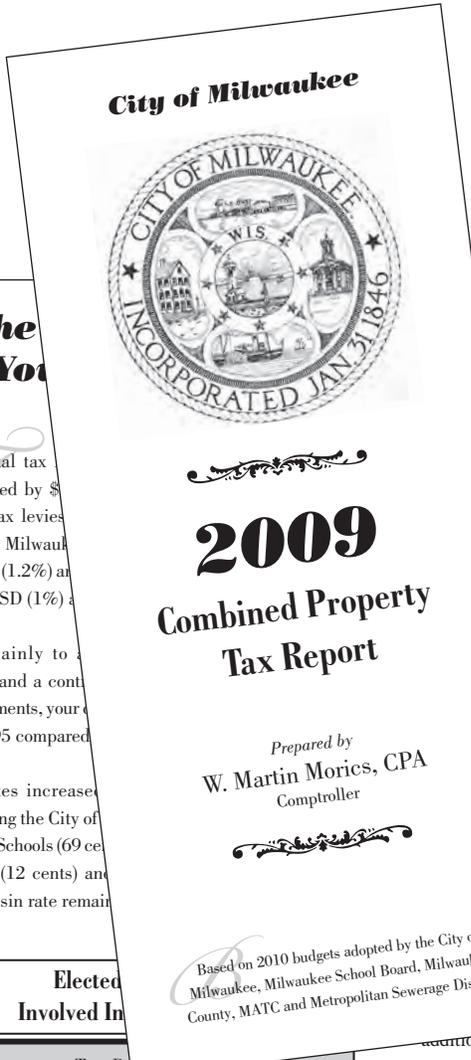
ESTÁ EN NUESTRAS MANOS

¡1 de abril 2010 es el día del censo!

PONERSE DE PIE Y SER CONTADOS

www.milwaukee.gov/2010census

City of Milwaukee Tax Brochure Ad



The You

The total tax increased by \$ year. Tax levies (4.1%), Milwaukee County (1.2%) and for MMSD (1%) and

Due mainly to values and a continued governments, your by \$1.95 compared

Tax rates increased including the City of Public Schools (69 cents MATC (12 cents) and Wisconsin rate remain

Elected Involved In

Tom Ba
W. Martin Morics, CPA, Comptroller

Common Council Members

Willie L. Hines, Jr., President
15th District Alderman

- | | |
|---------------------|------------------------|
| 1. Ashanti Hamilton | 8. Robert G. Donovan |
| 2. Joe Davis, Sr. | 9. Robert W. Puente |
| 3. Nik Kovac | 10. Michael J. Murphy |
| 4. Robert J. Bauman | 11. Joe Dudzik |
| 5. Jim Bohl | 12. James N. Witkowiak |
| 6. Milele A. Coggs | 13. Terry L. Witkowski |
| 7. Willie C. Wade | 14. Tony Zielinski |

PRINTED ON RECYCLED PAPER

Comparative Property Tax Rates for \$1,000 of Assessed Value

Government	2008 ^{1,3}	2009 ²	Change
Milwaukee	\$8.09	\$8.89	\$.80
Public Schools ⁴	\$8.25	\$8.94	\$.69
County	\$4.20	\$4.48	\$.28
Area Technical (ATC)	\$1.94	\$2.06	\$.12
Metropolitan Sewerage District (MMSD)	\$1.37	\$1.43	\$.06
Wisconsin	\$.18	\$.18	\$.00
Total	\$24.03	\$25.98	\$1.95

Property & First Dollar Tax Credits)
2009 Budget. ²Funds the 2010 Budget.
used with 2008 assessed value to determine
as shown on your tax bill.
credit (\$1.57 in 2008 and \$1.72 in 2009)
Milwaukee Public Schools rate.

Property & First Dollar Credit

Lottery Credit is \$83.41 for each
y. The State Constitution limits the
a homeowner's primary residence.
Tax Credit is \$73.11, producing
additional tax relief.

FOR INFORMATION ON
Tax Bill Payment 286-2240
City Budget 286-3741
This Report 286-2301

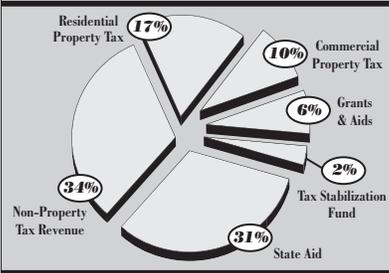
Please contact other units of government for
information regarding their budgets.

April 1, 2010 is Census Day!

STAND UP AND BE COUNTED

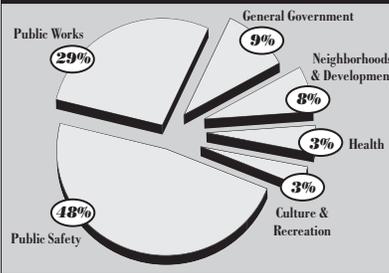
Find out more at www.milwaukee.gov/2010census

2010 Budget Sources of City Revenue*



Source	Amount (\$ IN MILLIONS)
Non-Property Tax Revenue	\$ 291
State Aid	\$ 271
Property Taxes: Residential	\$ 149
Property Taxes: Commercial	\$ 85
Grant & Aid Projects	\$ 53
Tax Stabilization Fund (TSF)	\$ 13
* Total	\$ 862

City Services Provided by this Revenue*



Service	Amount (\$ IN MILLIONS)
Public Safety	\$ 410
Public Works	\$ 254
General Government	\$ 79
Neighborhoods & Development	\$ 68
Culture & Recreation	\$ 28
Health	\$ 23
* Total	\$ 862

*Excludes G.O. debt service paid by the City for MPS purposes.

City of Milwaukee Water Works

(Census Info on Billing Statements)



For Customer Service Information,
Please See Reverse Side.

ACCT. NO.	111-0501.300	SERVICE ADDRESS	3445 N BREMEN ST
BILLING DATE	03/01/10	TOWN	MILWAUKEE
NEXT READING DATE		CLASS	RESIDENTIAL
		NAME ON ACCOUNT	OCCUPANT

METER NUMBER(S)	FROM			TO			DESCRIPTION	CONSUMPTION 100 CUBIC FEET	TYPE
	DATE	PREVIOUS READING	READ CODE	DATE	PRESENT READING	READ CODE			
96644963	11/09/09	482	AMR	02/10/10	489	AMR	WATER	7	Ccf

PREVIOUS ACTIVITY

Previous Billing	\$140.15
Payment 12/16/09 - THANK YOU	140.15-

Balance Forward **\$0.00**

CURRENT CHARGES FOR MUNICIPAL SERVICES

Water Charges

Water Service Charge		16.17
Water Usage Charge	7 Ccf	9.38

MMSD Sewer Treatment Charges

Sewer Treatment Service Charge		13.00
Sewer Treatment Usage Charge	6 Ccf	8.82

City Sewer Charges

Local Sewerage Charge	6 Ccf	6.96
Storm Water Mgmt Charge	1 ERU	14.00

Solid Waste Charge

42.54

Total Current Charges **110.87**

Please see reverse side for 2010 Rate Information. Milwaukee's Future-IT'S IN YOUR HANDS Your 2010 census forms will arrive by mail after March 15th

	TOTAL AMOUNT DUE	BY	03/24/10	\$110.87
--	-------------------------	-----------	----------	----------

PLEASE DETACH AND RETURN THIS PORTION WITH YOUR PAYMENT. MAKE CHECK PAYABLE TO MILWAUKEE WATER WORKS. THANK YOU.



P.O. Box 3268
Milwaukee, WI 53201-3268
(414) 286-2830

BILLING DATE	03/01/10	TOTAL AMOUNT DUE	\$110.87
DUE DATE	03/24/10		

01110501300 032410 000000011087 1

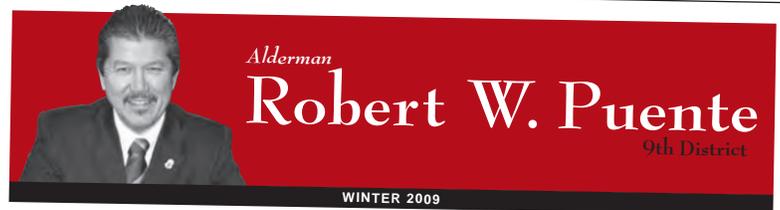
CUSTOMER BILLING ADDRESS:
OCCUPANT
3445 N BREMEN ST
MILWAUKEE WI 53212

AMOUNT REMITTED \$ _____

ACCOUNT NUMBER 111-0501.300

3445 N BREMEN ST

Aldermanic Newsletter Ads



Dear 9th District Residents,

As your alderman I've sworn to protect the health, safety and welfare of the citizens of the 9th District, and across our great city. This vow I will never compromise, even when the economy is spiraling and times are as tough as they are now. I don't gloss over things, and I will always give it to you straight.

While this newsletter includes some news that's difficult to deal with (see page 5 city budget story or page 6 story on state disposal fee), it also contains good news about crime (see pages 6 and 7) and about developments (see pages 2 and 3). The reality is that crime is headed in a downward direction, and businesses are still investing in Milwaukee and the 9th District. I promise I will continue doing all I can to make sure those positive trends continue.

In this newsletter you'll find information on efforts to fight the H1N1 flu, a new prescription discount program, a display focused on the City Hall restoration project, the Block Watch Program, tips to help you prepare for the winter season, ways you can access my office and city services via computer, and much, much more.

Please have a safe and peaceful holiday and winter season.

Sincerely,
Robert W. Puente

Robert W. Puente
Alderman - 9th District

CONTACT INFORMATION	COMMITTEE ASSIGNMENTS
City Hall - Room 205 200 E. Wells Street Milwaukee, WI 53202 E-mail: rpunte@milwaukee.gov Web: www.milwaukee.gov/district9 Office: (414) 286-2868 Fax: (414) 286-3456 TDD: (414) 286-2025	Chair Ambulance Service Board Vice Chair Public Safety Committee Member Public Works Committee Housing Authority



Display Focused on City Hall Restoration

Milwaukee City Hall Restoration artifacts and informational boards will be on display at the Milwaukee County Historical Society, 910 N. Old World Third St., until July 31, 2010.

The roughly three-year award winning City Hall exterior restoration project was completed in late 2008. Restoring the 114-year-old National Historic Landmark and architectural gem was a huge project that included replacing bricks and mortar, terra cotta, copper, roofing, and structural elements. Also, all of the building's 1,900 windows were removed and retrofitted with energy efficient glass.

As a member of the Common Council's Public Works Committee, Alderman Puente closely monitored the restoration project, which was completed on time and on budget.

Alderman Puente Named Board Chairman

Members of the city's Ambulance Service Board have elected Alderman Puente the board's chairman.

A member of the Ambulance Service Board since 2008, Alderman Puente now guides the panel in its deliberations and actions. The board serves primarily in an advisory capacity to the Common Council's Public Safety Committee (Alderman Puente is vice chair of that committee) in matters regarding certificates for ambulance service providers participating in the city's emergency medical services system.

Appointed by Common Council President Willie L. Hines, Jr., Alderman Puente's term on the Ambulance Service Board expires April 16, 2012.



Milwaukee's Future:
IT'S IN OUR HANDS
April 1, 2010 is Census Day!
STAND UP AND BE COUNTED

Find out more at: www.milwaukee.gov/2010census



Check out the city's website at www.milwaukee.gov

For Ald. Bauman's web page, more info on the 4th District, visit www.milwaukee.gov

City Hall, Room 205
200 E. Wells Street
Milwaukee, WI 53202

Shovel Your Sidewalk. It's The Law

Remember that residential and commercial property owners and occupants are required to clear sidewalks abutting their property of snow or ice within 24 hours after a storm. If violations are reported, a 24-hour notice is issued. If the sidewalks still are not cleared, a sanitation crew will clear a path and put the charge on the property tax bill. **Note: the city does not plow alleys.**

If you have older or disabled neighbors who need help with snow shoveling - please help them out when you can.

And make our city safer by shoveling out the fire hydrants near your home. Alderman Bauman says "adopting" a fire hydrant will ensure maximum visibility for firefighters in the event of an emergency.

Milwaukee's Riverwalk



Alderman Bauman joined Mayor Barrett and Common Council President Willie Hines during a special ceremony marking the **20th anniversary of the Milwaukee Riverwalk in June 2009 at the Mason Street landing**. Alderman Bauman said the Riverwalk has helped spur economic development by bringing a renewed focus on the river as a destination for residents, employees, and visitors alike, and by linking many of the city's major entertainment and recreational sites, creative public art, numerous retail stores, and fine dining establishments.



- **It's quick and easy.** The census form asks 10 simple questions and takes about 10 minutes to complete. That's it.
- **It's confidential.** Census forms are confidential for 72 years and can't be shared with anyone - NOT the IRS, FBI, landlords or creditors.
- **It's important.** Census data directly affects our representation and voice in government.
- **It helps fund community services.** The data will determine how more than \$400 billion in federal funds will be distributed to local governments each year - funding for education, public safety, housing, roads, public transportation and other community services.



For more information visit:
www.milwaukee.gov/2010census

Aldermanic Newsletter Ads



How Many Violations Do You See?



Learning to Spot Department of Neighborhood Services Code Violations

Note: This photo was not taken in the 11th District. By working together, we can prevent nuisance properties like this.

1. The floating exit on the second level where it's clear a porch once stood is a safety hazard.
2. The exit should be secured and the porch should be repaired.
3. The cars parked in the lot are problems as well. The Jeep should be moved because it is a nuisance offense to park on unpaved surfaces.
4. The car in the drive appears to be unlicensed and homeowners should note that unlicensed vehicles parked for more than 30 days could be towed or assessed a reinspection fee.
5. The mattress and stuffed chair in the background are the perfect habitat for mice and other animals or entities capable of transmitting disease or infestation. Such items are not allowed outside.
6. The scattered litter on the property, such as the yellow anti-freeze bottle, is also a nuisance violation.
7. Notice the cracked and spalled concrete — this could be an inspection item and would be noted as defective on an inspection report if the property were being sold.
8. This photo, taken from the alley, shows no garage or markings that indicate the house number. Those numbers must be present for fire and police services to respond in an emergency.
9. A final violation is the length of the grass in the yard; call the Dept. of Public Works Sanitation Division for action on overgrown yards.

Important DNS numbers
Sanitation – 286-2489 • Nuisance Section – 286-2268



Milwaukee's Future:
IT'S IN OUR HANDS
April 1, 2010 is Census Day!
STAND UP AND BE COUNTED

Find out more at: www.milwaukee.gov/2010census

Alderman Dudzik
City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

PSRST STD
US POSTAGE
PAID
Milwaukee, WI
Permit No. 4478

2010 Festivals & Events

- Jun. 2 - Oct. 27, Wed. • Westown Farmer's Market • Zeidler Union Square
- Jun. 3 - Sept. 30, Thur. • Jazz in the Park • Cathedral Square Park
- Jun. 5 - Oct. 30 • East Town Farm Market • Cathedral Square Park
- Jun. 6 • Milwaukee Highland Games • Hart Park, Wauwatosa
- Jun. 7 - 13 • Milwaukee Navy Week • Milwaukee Lakefront
- Jun. 9 - Aug. 25, Wed. • River Rhythms • Pere Marquette Park
- Jun. 11 - 13 • PrideFest • Henry W. Maier Festival Park
- Jun. 18 - 20 • Lakefront Festival of Arts • Milwaukee Art Museum Grounds
- Jun. 18 - 20 • Polish Fest • Henry W. Maier Festival Park
- Jun. 19 • Juneteenth Day Celebration • N. Martin Luther King Jr. Dr.
- Jun. 24 - Jul. 4 • Summerfest • Henry W. Maier Festival Park
- Jul. 8 - 11 • Bastille Days • East Town (Jefferson St./Cathedral Square)
- Jul. 15 - 18 • Festa Italiana • Henry W. Maier Festival Park
- Jul. 23 - 25 • German Fest • Henry W. Maier Festival Park
- Jul. 24 • Milwaukee Artist Marketplace • Milwaukee Art Museum Grounds
- Aug. 5 - 15 • Wisconsin State Fair • Wisconsin State Fair Park
- Aug. 6 - 27, Fri. • River Flicks • Pere Marquette Park
- Aug. 19 - 22 • Irish Fest • Henry W. Maier Festival Park
- Aug. 27 - 29 • Mexican Fiesta • Henry W. Maier Festival Park
- Sept. 6 • Labor Fest • Henry W. Maier Festival Park
- Sept. 10 - 12 • Indian Summer Festival • Henry W. Maier Festival Park

Alderman Tony Zielinski

Making Things Happen



Halloween Costume Competition



The Ohio Park Neighborhood Association hosted its regular Halloween costume competition. Pictured with Ald. Zielinski are the 2009 winners.



Visit me
www.tzielinski.com
E-mail
tzielinski@milwaukee.gov

Tony Zielinski
City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

Changes to Recycling Pickup

As part of the budget changes for 2010, the city will now pick up recycling every three weeks instead of every 31 days. Residents will have a defined date of pick up and I encourage all of District 14 to maximize recycling efforts. The state has increased its tipping fee for garbage collection, so recycling has become even more important to the financial well-being of the city.

Putting the Focus on Milwaukee Public Schools - By Alderman Tony Zielinski

I have been actively opposed to the proposed takeover of the Milwaukee Public Schools (MPS). No doubt, we have problems with MPS, just like there are problems with all levels of government, but dismantling a democratically elected legislative body in favor of an appointed body is not the answer. Our right to vote is one of the most fundamental rights we have. Many people have risked their lives and some have actually lost their lives for this right. In fact, some segments of our society had an additional challenge and had to march for the right to vote.

With that in mind, I encourage you all to become familiar with our representatives. Aldermanic District 14 is represented by school board districts 5 (Larry Miller) and 8 (Terry Falk). Director Miller's term expires in April 2013 and Director Falk's term expires in April 2011. All Board of School Directors representatives are elected for four-year terms.

All levels of government have to work together to help address the social ills that contribute to the problems we are experiencing in MPS. Not surprisingly, most of the kids in MPS live in a state of poverty.



Ald. Zielinski has been active in the debate on MPS leadership. Here he hosts a news conference on the importance of an elected school board. The alderman has hosted a number of public discussions on the subject.



Milwaukee's Future:
IT'S IN OUR HANDS
April 1, 2010 is Census Day!
STAND UP AND BE COUNTED

Find out more at: www.milwaukee.gov/2010census



Printed on Cascades Rolland Enviro100 paper • Contains FSC certified 100% post-consumer fiber
Certified Ecologo, Processed Chlorine Free and FSC Recycled • Manufactured using biogas energy

Aldermanic Newsletter Headline Ad

The 2010 Census Is Coming. Go to www.milwaukee.gov/2010census for more info. Milwaukee's Future: It's In Our Hands.

How to Access Stimulus Information

The American Recovery and Reinvestment Act – the official name of the stimulus funds program – is in progress in Milwaukee and funds are being distributed to cities across the country. To learn more about how Milwaukee is affected by and using the funds, go to www.city.milwaukee.gov, www.county.milwaukee.gov or www.wisconsin.gov for minutes, notices and plans for the funds.

Home Repair Assistance is Available!

A Brush With Kindness is Habitat for Humanity's companion to its successful building program. The program helps low-income homeowners in designated areas impacted by age, disability and family circumstances, reclaim their homes with pride and dignity. If you would like to learn more, call Habitat for Humanity at (414) 562-6100 or email rcychosz@milwaukeehabitat.org.

The **Neighborhood Improvement Program (NIP)** is a program of the Harambee Ombudsman Project, Inc. NIP provides a broad range of home repair services and employs local young adults.

The Brooks Bronzeville TIN (Targeted Investment Neighborhood) is one example of the city's resources in action. Point your browser to www.milwaukee.gov/bronzeville to learn more.

For more details on any of the aforementioned programs and other resources, please contact **Neighborhood Improvement Program** at 335 W. Wright St. or (414) 264-7822. You can also visit www.milwaukee.gov/NIP for more resources and information.



Want to invite me to a block club meeting? Call (414) 286-2994 or e-mail me at mcoggs@milwaukee.gov.



Support your Local Library!

As you may know, unfortunately libraries are continuously struggling to stay open, but there are some things you can do to support your local library.

- Get a library card
- Return books on time
- Pay fines
- Hold community meetings there
- Patronize
- Participate in programming
- Encourage others to use the library

A Helping Hand For District Seniors

Seniors in the 6th District who need help around the house with lawn care, snow shoveling or minor maintenance are invited to call Interfaith Older Adult Programs at (414) 220-8669. Interfaith can also add some excitement to the lives of our seniors who are looking to keep active with such activities as arts and crafts, board and table games, health workshops and more.

In addition, Ald. Coggs wants residents to know that the city has a special needs service to help remove snow from sidewalks for older citizens and disabled persons. They must certify that they and all occupants of a home are physically unable to shovel. The service is provided only when plowing operations are called and only for the public sidewalk, not for driveways or walkways from the sidewalk to a door. For more information call 286-CITY (286-2489).

District Police Contact Information

The 6th Aldermanic District is served by two police districts, District 1 and District 5. This year, Chief Flynn reorganized the districts and their leadership.

District Five is now led by **Captain Edith Hudson**. Community Liaison Officer **Ray Robakowski** (414) 935-7258 can assist you.

District One is now led by **Captain Patrick Mitchell**. Community Liaison Officer **Mark Buetow** (414) 935-7541 can assist you.



Ald. Milele A. Coggs spoke to local entrepreneurs at the Riverworks and Riverwest Business Resource Seminar this spring.

Business Development Seminars A Success

Alds. Milele A. Coggs and Nik Kovac, along with the DCD Neighborhood and Business Development Team, partnered to sponsor the Riverworks and Riverwest Business Resource Seminar this spring.

Footage of the seminars is available on the web at www.milwaukee.gov/district6.

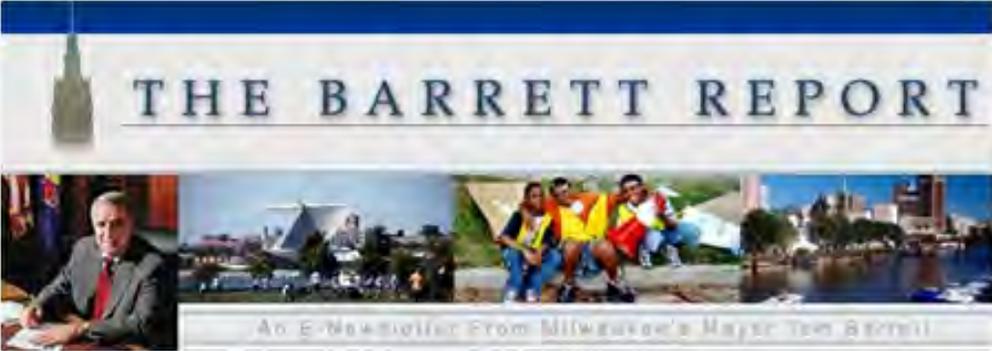
"The city offers a number of resources to help small business owners and entrepreneurs become a vital part of our neighborhoods. These seminars are designed to begin a dialogue between the city and current or potential business owners to spur necessary growth and development," Ald. Coggs said.

Ald. Coggs and Ald. Ashanti Hamilton, along with DCD, will host an Atkinson, Capitol & Teutonia (ACT) Business Resource Seminar in the near future. Stay in touch with Ald. Coggs' office to learn more about future sessions.

Get in touch with Alderwoman Coggs online: mcoggs@milwaukee.gov • www.milwaukee.gov/district6

The Barrett Report

(E-notify and Online Newsletter Archive)



THE BARRETT REPORT

An E-Newsletter From Milwaukee's Mayor Tom Barrett

February 26, 2010

NEWS FROM THE MAYOR



Milwaukee's Future: IT'S IN OUR HANDS
www.milwaukee.gov/2010census

Dear Friends,

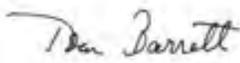
During the 2000 Census, not all Milwaukee residents participated and subsequently many were not counted. We knew there were more people living here despite the Census count, so I formed a team within City government to challenge the U. S. Census Bureau's numbers and we won. As a result, our population estimates were adjusted upward from 573,358 to 802,782 residents.

The 2010 Census forms are going to be sent to our homes in a few weeks, and I do not want to see a repeat of 2000. We are working with other government entities, businesses and community-based organizations to encourage full participation in the 2010 Census to ensure Milwaukee receives its fair share of federal and state funding, and to guarantee equal representation in Madison and Washington, DC. The deadline for households to complete and return their census forms is April 1, 2010, Census Day. It is the shortest form in the history of the U. S. Census Bureau and your personal information is confidential and protected by law.

I encourage you to attend our Countdown to Census Day rally that will be taking place this Monday, March 1st, at 11:45 a.m. at the Italian Community Center, 631 E. Chicago Street, to learn more about our mobilization and empowerment efforts to encourage Census participation. It is up to all of us to take responsibility for achieving a complete count.

For more details on the rally, please [click here](#). To learn more about the Census, including employment opportunities, please visit the City's Census website.

Sincerely,



Mayor, City of Milwaukee

Visit my website at: <http://www.city.milwaukee.gov/mayor>

City of Milwaukee Website with Census Flash Banner

(Also featured on Aldermanic, City Clerk and Health Dept. homepages)



The screenshot shows the City of Milwaukee website in a Windows Internet Explorer browser window. The address bar shows 'http://www.city.milwaukee.gov/'. The page features a navigation bar with 'Home | Calendar | Do Business | Live & Work | Play | Departments | Services | Payments'. Below this is a search bar and a 'Site Search' button. The main content area is titled 'City news' and features the 'April 1, 2010 is Census Day!' banner. Below the banner, there are three news items: 'Mayor Barrett Delivers 6th Annual State of the City Address', 'Call for Mayor's Design Award Nominations', and 'Milwaukee Helps Haiti - Earthquake Relief Donations'. A sidebar on the left contains a 'I Want To:' menu with various links. A sidebar on the right contains sections for 'OFFICE OF THE MAYOR', 'COMMON COUNCIL', 'RECOVERY AND REINVESTMENT', 'GREEN MILWAUKEE', 'CITY CHANNEL 25', 'CHOOSEMILWAUKEE', and 'EMERGENCY PREPAREDNESS'.

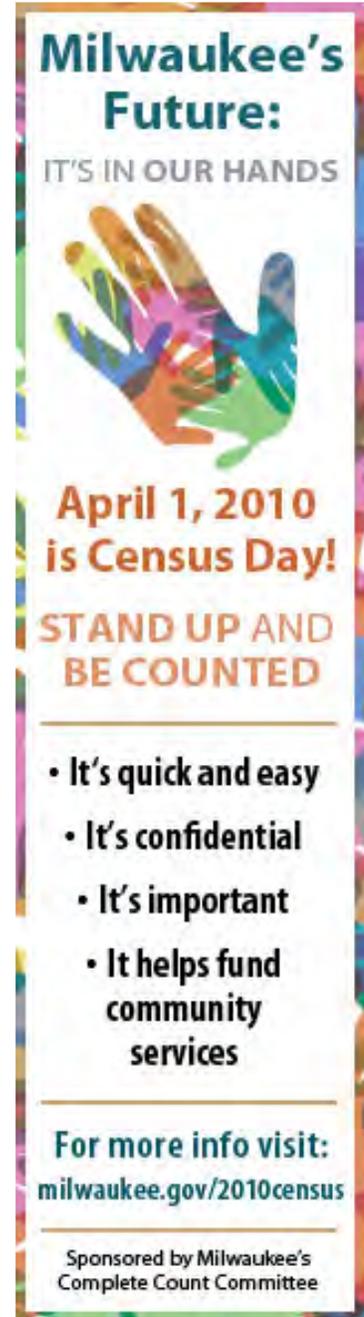
Misc. Website Banner Ads



(Banner ad on B93.3 / AM1290 WMCS website)



(Banner ad on DCD's homepage)



(Rotating banner ad on Milwaukee Magazine website)

Newspaper Ads

(El Conquistador)



El Futuro de Milwaukee:

ESTÁ EN NUESTRAS MANOS

¡1 de abril 2010 es el día del censo!
ponerse de pie y ser contados

- **Es rápido y fácil.**

La forma de censo hace 10 preguntas simples y toma alrededor de 10 minutos a terminar. Es todo.

- **Es confidencial.**

Las formas de censo son confidenciales por 72 años y no se pueden compartir con cualquier persona - no el INS, ni el IRS, ni el FBI, ni los propietarios, ni los acreedores.

- **Es importante.**

Los datos de censo afectan directamente a nuestra representación y voz en el gobierno.

- **Ayuda a financiar los servicios comunitarios.**

Los datos determinarán cómo más de \$400 mil millones de Fondos Federales serán distribuidos a los gobiernos locales cada año - financiación para la educación, seguridad pública, viviendas, carreteras, transporte público y otros servicios comunitarios.



Para más información, visita:

www.milwaukee.gov/2010census

Patrocinado por el Comité de la Cuenta Completa de Milwaukee.

Newspaper Ads

(Milwaukee Times ads - including special MLK editions)



Milwaukee's Future:
IT'S IN OUR HANDS
April 1, 2010 is Census Day!
STAND UP AND BE COUNTED

- **It's quick and easy.**
The census form asks 10 simple questions and takes about 10 minutes to complete. That's it.
- **It's confidential.**
Census forms are confidential for 72 years and can't be shared with anyone - NOT the INS, IRS, FBI, landlords or creditors.
- **It's important.**
Census data directly affects our representation and voice in government.
- **It helps fund community services.**
The data will determine how more that \$400 billion in federal funds will be distributed to local governments each year - funding for education, public safety, housing, roads, public transportation and other community services.

 For more information visit:
www.milwaukee.gov/2010census
Sponsored by Milwaukee's Complete Count Committee



Let's Honor Dr. Martin Luther King, Jr. - Stand Up and Be Counted

Milwaukee's Future:
IT'S IN OUR HANDS
April 1, 2010 is Census Day!
STAND UP AND BE COUNTED

- **It's quick and easy.**
The census form asks 10 simple questions and takes about 10 minutes to complete. That's it.

...e shared with anyone

...oice in government.

...n federal funds will be
...for education, public
...er community services.

...isit:
gov/2010census
...nt Committee



Let's Honor Dr. Martin Luther King, Jr. - Stand Up and Be Counted

Milwaukee's Future:
IT'S IN OUR HANDS
April 1, 2010 is Census Day!
STAND UP AND BE COUNTED

- **It's quick and easy.**
The census form asks 10 simple questions and takes about 10 minutes to complete. That's it.
- **It's confidential.**
Census forms are confidential for 72 years and can't be shared with anyone - NOT the INS, IRS, FBI, landlords or creditors.
- **It's important.**
Census data directly affects our representation and voice in government.
- **It helps fund community services.**
The data will determine how more that \$400 billion in federal funds will be distributed to local governments each year - funding for education, public safety, housing, roads, public transportation and other community services.

 For more information visit:
www.milwaukee.gov/2010census
Sponsored by Milwaukee's Complete Count Committee

Newspaper Ads

(El Conquistador)



Hecho del Censo: Los Números Son Importantes

Para cada residente de Milwaukee que no es contado, perdemos \$1,200 anualmente o \$12,000 durante una década. El impacto de un subregistro de 1,000 residentes significaría millones de dólares perdidos a nuestra comunidad.

¡SEA CONTADO!

Patrocinado por el Comité de la Cuenta Completa de Milwaukee.



Hecho del Censo: No Hay Nada Que Temer

Las respuestas del censo son completamente confidenciales. Ninguna otra agencia gubernamental, como la policía y las cortes, puede conseguir esta información. Los propietarios, los bancos y los acreedores no pueden utilizar esta información, tampoco. Usted le puede indicar al censo confiadamente quién usted es y ponerse de pie para Milwaukee.

¡SEA CONTADO!

Patrocinado por el Comité de la Cuenta Completa de Milwaukee.



El Futuro de Milwaukee: ESTÁ EN NUESTRAS MANOS

**¡1 de abril 2010 es el día del censo!
PONERSE DE PIE Y SEA CONTADO**

• **Es rápido y fácil.**

La forma de censo hace 10 preguntas simples y toma alrededor 10 minutos a terminar. Es todo.

• **Es confidencial.**

Las formas de censo son confidenciales por 72 años y no se pueden compartir con cualquier persona - no el INS, ni el IRS, ni el FBI, ni los propietarios, ni los acreedores.

• **Es importante.**

Los datos de censo afectan directamente a nuestra representación y voz en el gobierno.

• **Ayuda a financiar los servicios comunitarios.**

Los datos determinarán cómo más de \$400 mil millones de fondos federales serán distribuidos a los gobiernos locales cada año - financiación para la educación, seguridad pública, viviendas, carreteras, transporte público y otros servicios comunitarios.



Para más información, visita: www.milwaukee.gov/2010census

Patrocinado por el Comité de la Cuenta Completa de Milwaukee.

Newspaper Ads

(Milwaukee Times, Community Journal, Milwaukee Courier)



Census Fact: There's Nothing to Fear

Census responses are completely confidential. No other government agency like law enforcement or the courts can get this information. Landlords, banks or creditors cannot use this information, either. You can safely tell the census who you are and stand up for Milwaukee.

BE COUNTED!

Sponsored by Milwaukee's Complete Count Committee



Census Fact: It's Your Right

It's our obligation and Constitutional right to be counted. We all deserve equal representation in Madison and Washington and the only way to make that happen is through the census. Honor the brave men and women who fight to protect that right every day.

BE COUNTED!

Sponsored by Milwaukee's Complete Count Committee



Census Fact: Numbers Matter

For every Milwaukee resident that goes uncounted, we lose \$1,200 annually or \$12,000 over a decade. The impact of an undercount of 1,000 residents would mean millions of dollars lost to our community.

BE COUNTED!

Sponsored by Milwaukee's Complete Count Committee



Milwaukee's Future:

IT'S IN OUR HANDS

April 1, 2010 is Census Day!

STAND UP AND BE COUNTED

- **It's quick and easy.**

The census form asks 10 simple questions and takes about 10 minutes to complete. That's it.

- **It's confidential.**

Census forms are confidential for 72 years and can't be shared with anyone - NOT the INS, IRS, FBI, landlords or creditors.

- **It's important.**

Census data directly affects our representation and voice in government.

- **It helps fund community services.**

The data will determine how more that \$400 billion in federal funds will be distributed to local governments each year – funding for education, public safety, housing, roads, public transportation and other community services.



For more information visit: www.milwaukee.gov/2010census

Sponsored by Milwaukee's Complete Count Committee

2010 Census PSA



2010 Census PSA Script

2010 Census – PSA Script

Hello, I am Milwaukee Mayor Tom Barrett

And I am Milwaukee Common Council President Willie Hines.

Mayor Barrett:

In the next month, Milwaukee residents will be receiving the 2010 census questionnaire. The purpose of the census is to do a complete count of every person living in the United States.

The results of the census are used in many important ways, including determining how much federal funding will be directed to the State of Wisconsin and the City of Milwaukee. For example, federal dollars help rebuild Milwaukee's streets, support the cost of our public school system, provide access to health care for people without insurance and support programs and services that help families and neighbors during times of need.

President Hines:

Don't allow fear or false information to prevent you from completing your census survey. The census is private and confidential, meaning the information you provide is between you and the Census Bureau and cannot be shared with any other person or government agency. This includes INS, the IRS, law enforcement, the FBI or city, state or federal government.

The census results are also used to determine your political representation in Congress. Our power is in the census numbers. By completing the census survey, you are raising your hand and adding your voice to the voice of America.

Mayor Barrett:

April 1 is Census Day, a day designed to recognize the importance of the U.S. census and to remind every person to be counted by returning their completed survey. If you have any questions or concerns, please be sure to get the answers that you need in order to be counted.

President Hines:

The census is only sent out once every ten years. Completing your census survey will take around ten minutes to complete and is sent out only once every ten years. We encourage you to invest this small amount of time to support a strong, healthy Milwaukee.

My family and I will be filling out our census survey.

Mayor Barrett:

My family and I will be filling out our census survey.

President Hines:

We hope we can count on you to be counted in the 2010 census.

Letter to Faith-based Community Leaders

Dear Pastor/Ministry Leader:

March is a very significant month for our community because it's the time for all of us to get ready to be counted as part of **U.S. Census Day – April 1**. The faith-based community can be a great influence in explaining the importance of everyone taking a few minutes to fill out their census forms. It usually takes less than 10 minutes to complete and asks only 10 simple questions.

Without a complete count, we will not be fully represented within government and will not receive our fair share of federal funding – money for education, health care, job training, transportation and a host of other purposes. For every person in our community that goes uncounted, we lose \$1,200 annually or \$12,000 over a decade.

In the past, many of our disenfranchised and poorest citizens were not counted for many reasons. As a trusted leader in our community, you have an opportunity to explain the importance of being counted and the Mayor of Milwaukee is asking for your help. Please tell all of the people in your fellowship to be sure to complete and return their census forms when they arrive in the mail later this month. The Census Bureau will make visits to homes that fail to respond and they intend to do this multiple times.

Your personal information is completely safe and private and will be used only by the Census Bureau to determine the number of people in our community. The information will in no way harm anyone in any way.

The Mayor has asked BASICS in Milwaukee to distribute the “Be Counted in 2010” packet of information to you that explains more of the details and what you can do to be a “Census Partner” in this effort. If you have any questions, don't hesitate to go to the City of Milwaukee census website at www.milwaukee.gov/2010census.

Your Friend in Faith,



Arn Quakkelaar, CEO and President

Enclosures

Letter to Asian Community Leaders



Tom Barrett
Mayor, City of Milwaukee

February 4, 2010

Dear Friend:

The 2010 census is on the horizon, and it is critical that we all do our part to achieve a complete count. If we fail to count every person living in Milwaukee, we are only shortchanging ourselves and our community. After all, census data determines the allocation of \$400 billion in federal, state and county funds annually. It will also determine how state legislative districts are drawn and the number of seats Wisconsin will have in the U.S. House of Representatives over the next decade.

Several months ago, I formed the City of Milwaukee Complete Count Committee (CCC) a group of government, business and community leaders dedicated to raising awareness about the upcoming census. For those of you who have been actively involved in the CCC or any organized census outreach campaign, I thank you for your efforts.

It is important that we continue working to motivate every household in Milwaukee to take part in the census. Census Day is April 1, 2010, the deadline for households to complete and return census questionnaires that will be mailed around mid-March.

It is especially important that we concentrate our efforts in the weeks and days leading up to Census Day on hard to count populations such as minority groups, immigrants and migrant workers, people who speak languages other than English, and individuals living below poverty level. We must overcome language and cultural barriers and eliminate the widespread suspicion of government surveys that make it difficult to count these populations. Regrettably, many people won't be swayed by the Census Bureau's "trust me" message because they don't trust government. They fear their information will be shared with immigration officials, landlords, law enforcement agencies, and creditors. That's why we need trusted voices – like yours – to explain that census information is safe and private.

I hope you will join me at a meeting to discuss the current efforts of the CCC and how we can elevate census awareness in the Asian community. The meeting will take place at 10 a.m. on Saturday, February 20, 2010 at Grace Hmong Alliance Church, 2604 W. Orchard Avenue. I will be joined by Charles Vang, the Chairperson of the CCC Subcommittee on Asian Outreach, and Sharon Robinson, the Chairperson of the CCC.

Although the main focus of the meeting will be census matters, I am also interested in hearing your views on other issues that concern you. If you plan to attend, please contact Dana Kraemer at 414-286-8702 or dkraem@milwaukee.gov.

Sincerely,

A handwritten signature in black ink that reads 'Tom Barrett'.

Tom Barrett
MAYOR

TB/SR/dlk

Rack Cards - English

United States
**Census
2010**



IT'S IN OUR HANDS
www.census.gov/2010census

**Milwaukee's Complete Count
Committee encourages full
participation in the Census 2010.**

**For more information,
please call (414) 203-3840
or visit www.census.gov**

MILWAUKEE'S FUTURE IS "IN OUR HANDS"

When your census form arrives in March 2010, please fill it out and send it in right away! Your family, grandparents, aunts, uncles, friends, co-workers and neighbors all need to stand up and be counted.

THE FACTS:

- It is completely **safe and private**. Your response is confidential and is protected by law. Even if a person is living in the U.S. without documentation, they count in the Census. No one will check to see if they are a citizen - not the FBI, IRS, Immigration, welfare, landlord, police or courts.
- Hundreds of millions of dollars come into Milwaukee each year based in whole or in part on population figures. This includes **money for education, housing, social services, community development, child care, health care, older adult services, job training** and more. An undercount hurts everyone.
- **Low-income people and children are the most undercounted**, and the most harmed by a low count.
- An accurate and complete count helps **ensure equal political representation for Milwaukee** in Madison and Washington, D.C., and helps secure more federal and state dollars.
- Government, businesses and community organizations use census results to **plan for local developments** and other projects.
- **Children, including foster care children**, must be counted on the form.
- It is important to count **everyone living in a house**, even if they aren't family.

**For more information, please call (414) 203-3840
or visit www.census.gov**

Milwaukee's Complete Count Committee (CCC) consists of community and government leaders dedicated to building awareness about the 2010 Census. The mission of the CCC is to count every person in the 2010 Census so that our community receives a fair allocation of government resources and accurate legislative representation.

Rack Cards - Hmong & Spanish

United States
**Census
2010**



NWG NYOB HUV PEB TXAIS TEG
www.census.gov/2010census

Tseem fvw Milwaukee's Complete Count Committee nqua hu kev koom teg taag nrho rua txuj kev suav pej xeeem xyoo 2010 nuav.

Xaav paub ntxiv, thov hu rua (414) 203-3840 los moog saib tau rua huv www.census.gov

LUB NEEJ TOM PEB TXAIS TEG"

pej xeeem tuaj txuj koj rua lub peb muab ntxiv hab xaa rov qaab xeeem, puj yawm, puj nyaaj, yawm xeeem, cov ua num ua ke, hab cov yawm tsum raug suav tuab si.

meem hab tsi pub leej twg paub v cai lij choj tiv thaiv hab tsi pub yog ib tug tuab neeg tsi muaj US nuav los yeej yuav raug suav pej xeeem. Tsi muaj leej twg xeeem xeeem raug cai - txawm yug xeeem thoj nam, tsev paab, tswv xeeem tsev tu plaub los yeej tsi tau.

pej yuav tuaj paab rua lub zog xeeem coob tsawg. Has txuj xeeem, vaaj tse nyob, kev paab lwm kev zuv miv nyaas, kev mob kev cob qha dlej num, hab ntau tag ntau yuav mob suav dlawg

ov miv nyaas yau yog cov raug yug cov yuav tsi tau txais kev

- * Kev suav tau meej hab muaj tseeb yuav paab tau kom tsoom nom tswv nyob Milwaukee, Madison, hab Washington, D.C., tseg tau nyaj txaus lug paab.
- * Tseem fvw, kev laag luam, hab tsoom koom hum suav dlawg yuav siv cov ntawv suav pej xeeem nuav lug paab muab tswv yim dlha paub tej dlej num.
- * Cov miv nyaas, nrug rua cov yug txais lug tu xwb los yuav tsum suav kom tag tuab si.
- * Nwg tseem ceeb heev kws yuav tsum suav taag nrho cov tuab neeg nyob ua ke huv yug lub tsev txawm tsi yog yug tsev txiv tub los yeej suav le.

Xaav paub ntxiv, thov hu rua (414) 203-3840 los moog saib tau rua huv www.census.gov

Milwaukee's Complete Count Committee (CCC) yog muaj cov thawj caj pej xeeem hab tseem fvw kws muaj sab lug paab kom suav dlawg paub zoo txuj kev suav pej xeeem xyoo 2010 nuav. Lub hom phaj ntawm CCC yog yuav tsum suav kom thoob txhua txhua tug tuab neeg rua huv txuj kev suav pej xeeem xyoo 2010 nuav, kom peb lub nroog tau txais nyaj txag paab hab kev sawv cev lug ntawm tseem fvw kom ncaaj raws le txuj cai.

United States
**Census
2010**



ESTÁ EN NUESTRAS MANOS
www.census.gov/2010census

El Comité para un Recuento Completo de Milwaukee fomenta la plena participación en el Censo del 2010.

Para más información, por favor llame al (414) 203-3840 o visite www.census.gov

MILWAUKEE ESTÁ EN NUESTRAS MANOS"

plilla del censo en marzo del 2010, por devuélvala por correo rápidamente! todos: su familia, abuelos, tíos, hermanos, amigos y vecinos.

seguro y confidencial. La ley protege su información y la mantendrá confidencial. Incluso si vive en los Estados Unidos sin ciudadanía, no cuenta a esa persona. Nadie puede compartir su información con el FBI, el IRS, el Departamento de Bienestar, el dueño de su negocio o las cortes.

cientos de millones de dólares cada año, pero depende parcial o completamente de su información. Esto incluye el dinero para la educación, los servicios sociales, el desarrollo económico, los niños, la atención médica, los programas de empleo y el entrenamiento laboral, entre otros que afectan a todos.

Los niños con bajos ingresos y los niños que corren más riesgo de pobreza, y son los que más sufren de los efectos de la crisis económica.

El voto y el acierto ayuda a asegurar una representación equitativa para Milwaukee en Madison y en Washington, D.C. y ayuda a obtener más dinero federal y estatal.

- * Las organizaciones gubernamentales y comunitarias, tanto como los negocios, usan los resultados del censo para planificar los proyectos de desarrollo local y otros proyectos.
- * Los niños, incluidos los niños de crianza, deben ser contados en la planilla.
- * Es importante contar a todos los que viven en una casa, aunque no sean familiares.

Para más información, por favor llame al (414) 203-3840 o visite www.census.gov

El Comité para un Recuento Completo de Milwaukee (CCC) está formado por líderes del gobierno y de la comunidad que se han comprometido a concientizar a la gente acerca del Censo del 2010. La meta del CCC es contar a cada persona en el Censo del 2010, para que nuestra comunidad reciba una cantidad justa de recursos gubernamentales y para que tenga la representación legislativa adecuada.

Kick-off Event Flyer

Ready.

Set.

Count!

Please join
Mayor Tom Barrett and
Common Council President
Willie Hines on
April 1, 2009 • 11 am
City Hall • 200 East Wells St.

**As Milwaukee
kicks off the**

United States[®]
**Census
2010**

Meet the community leaders who will be making sure Milwaukee's census count is accurate and complete.

Learn more about the City's Complete Count Committee* (CCC) and how to get involved.

Mobilize now! It's in our hands to ensure Milwaukee is properly represented. Census counts determine the amount of federal dollars Milwaukee will receive for public safety, education, housing, economic development, transportation, senior citizens and a host of other programs.

*The CCC consists of leaders from the community from faith-based organizations, education, business, government, media, homeless/housing, anti-poverty groups and the Hmong, African American, Native American and Hispanic communities.

Media Kick-off Event Flyer

**There's more
to
Census 2010
than just
numbers.**

Counting everyone who lives here is how Milwaukee receives its fair share of Federal resources.

It also ensures that our voices are heard in government!

AND census numbers are used by national advertisers to determine local market shares!

You can help us (and yourself) by promoting active participation in the Census!

**Please join
Mayor Barrett and
Alderman Hines for the**

**United States[®]
Census
2010**

**Media
Kick-Off**

**Wednesday, Oct. 14
1—3:30 p.m.**

**Milwaukee Area Workforce
Development Board
2338 N. 27th St.**

A primary focus of this meeting will be to discuss your opportunity to apply for ad buys from the U.S. Census Bureau.

Please note that you must register with the U.S. Census Bureau prior to Thursday, October 15, in order to be eligible to apply for ad buy revenue. For more information on the registration process, visit:

<http://www.census.gov/procur/www/2010communications/>

A successful Census is good for Milwaukee and Milwaukee's media – before, during and after the Count!

If you have any questions please feel free to contact Neil Albrecht, Communications Chair for Milwaukee's Census Complete Count Committee at 414-286-3962.

NAACP Special Luncheon Flyer

CENSUS 2010 PEOPLE OF COLOR MEDIA LUNCHEON (\$5.00 BUFFET AT STELLA'S)

Sponsored by
NAACP
Leadership Conference for Civil Rights
Wisconsin Voices

WHEN:

WEDNESDAY, MARCH 24, 2010
11:00 a.m. – 12:00 noon Churches, Community & Media
12:30 p.m. – 1:30 p.m. Networking
2:00 p.m. – 3:00 p.m. Businesses, Community & Media

WHAT:

THE VALUE OF CENSUS 2010
COME HEAR FROM PASTORS, COMMUNITY
LEADERS, AND BUSINESS OWNERS

WHY:

\$400 BILLION DOLLARS WILL BE
DISTRIBUTED THROUGHOUT THE US
THROUGH THE CENSUS COUNT. WE
WANT TO MAKE SURE WE GET OUR
SHARE FOR EDUCATION, TRANSPORTATION,
HOSPITALS, FOSTER CARE, HEADSTART,
SEATS IN THE HOUSE OF REPRESENTATIVES,
SENIOR CENTERS, ROADS ETC.

WHERE:

STELLA'S RESTAURANT
2740 N. MARTIN LUTHER KING DRIVE
MILWAUKEE, WI

For more information, contact NAACP – 414-562-1000

Community Brainstorming Conference Flyer

THE COMMUNITY BRAINSTORMING CONFERENCE BREAKFAST FORUM

www.communitybrainstorming.org

Saturday June 27, 2009

Breakfast: 8:00 AM — 9:00 AM

Program: 9:00 AM — 11:00 AM

Saint Matthews C.M.E. Church

2944 NORTH 9th Street (parking on 8th St. off Chambers)

THE COMMUNITY BRAINSTORMING CONFERENCE

Presents

It's in Your Hands, the 2010 Census Count

**What's the Impact of a Census Undercount in
the Communities?**

Panelists:

Mayor Tom Barrett, City of Milwaukee

Shirley A. Ellis, Senior Advisor, Office of Congresswoman Gwen Moore

Brian Vigue, Intergovernmental Relations DOA, State of Wisconsin

County Supervisor, John Thomas, 18th District, Milwaukee Wisconsin

County Supervisor, Peggy West 12th District Milwaukee County

United States Census Bureau Melvin Walker, Jr. J. D. National Partnership Specialist

Moderator: Dr. Joan Prince

Moderator: Judge Derek Mosley

Planner: Martha Love

Chairperson: Honorable Russell W. Stamper, Sr.

ALL ARE INVITED. COME AND PARTICIPATE



School of Continuing Education

CENTER FOR URBAN COMMUNITY DEVELOPMENT

EXPANDING THE CAPACITY OF RESIDENTS FOR DECISION-MAKING THROUGH EDUCATION AND SOCIAL ACTION

Census Plan Writing Training Event Flyer

We Count! Wisconsin Census Plan Writing Training

**Presented by Wisconsin Voices
and
Wellstone Action!**

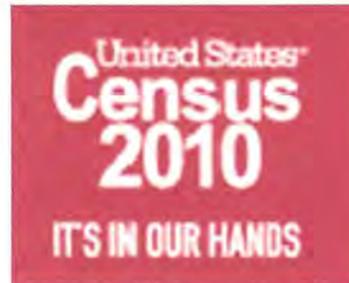
Tuesday, December 8, 2009; 1:00—6:00
and
Wednesday, December 9 from 9:00—5:00

**Milwaukee Community Services Building
650 West Reservoir Street, Milwaukee**

You Will Learn How to

- Develop a Field Program
- Use a Personal Narrative for Collective Action
- Move People to Action through Effective
- Volunteer Mobilization
- Manage a Phone and Door Program
- Effectively Use Community Based Events

**Leave the Training with a Plan to help
make sure our We Count! everyone in
Wisconsin**



To Register or For
More Information
Contact

Linda Honold at
Wisconsin Voices

(formerly Wisconsin Civic
Engagement Project)

414-702-3772

linda@statevoices.org

**Space is Limited
Sign Up Now!**

"The Census Matters!"

Help Wisconsin get a Fair and Accurate Count. The federal government will use the 2010 Census to allocate almost \$400 billion in grants for education, health, crime prevention and infrastructure. For **every person *not* counted in next year's Census, our state will lose about \$12,000 over the next 10 years.**

- Low-income communities, communities of color, highly mobile people, immigrants and people who are unemployed tend to be disproportionately undercounted.
- The current economic downturn will magnify that impact because many families have been displaced
- The immigration climate has many residents in fear of talking to their government.
- And, on top of that, the amount of money allocated to educate the public about the census in 2010 has been dramatically cut when compared to 2000. Currently it appears that the State of Wisconsin has allocated **no** money for this effort and the City of Milwaukee, which had approximately \$500,000 in 2000 has less than \$100,000 for the 2010 effort.

Native American Subcommittee Flyer



Be Counted!
It's Easy...It's Important
...and It's Safe

Did you know that Metro-Milwaukee is home to almost 13,000 American Indian and Alaskan Native People?

Did you know that this is the largest concentration of Indians in the state of Wisconsin and represents over 15 percent of the State's Indian population?

Did you know that federally funded Urban and Reservation Indian programs for housing, education, workforce development, elderly programs and healthcare are based on population data collected on the Census?

Did you know that it's important that Indian people identify themselves as American Indian **only** and correctly identify their tribe of enrollment on the Census Form?

Census Day is April 1, 2010

Ten Questions...Ten Minutes...Ten Years

Our People, Our Nations, Our Future!

For More Information Visit: www.indiancountrycounts.org

Native American Subcommittee - Newsletter Drop-Ins



The foundation of our American democracy is dependent on fair and equitable representation in Congress. In order to achieve an accurate assessment of the number and location of the people living within the nation's borders, the U.S. Constitution mandates a census of the population every 10 years.

The census population totals determine which states gain or lose representation in Congress. It also determines the amount of state and federal funding communities receive over the course of the decade. 2010 Census data will directly affect how more than \$4 trillion is allocated to local, state and tribal governments over the next 10 years. In order for this funding allocation to be accomplished fairly and accurately, the goal of the decennial census is to count everybody, count them only once, and count them in the right place. The facts gathered in the census also help shape decisions for the rest of the decade about public health, neighborhood improvements, transportation, education, senior services and much more.

Urban and Off-Reservation Indians are an important part of the population of Milwaukee and Southeast Wisconsin. According to the 2000 Census, approximately 13,000 American Indians, Alaskan Natives, and Native Hawaiians reside in the Milwaukee Metro Area. Federal funding decisions for Indian Health Services, Indian and Native American Employment and Training Programs, and Indian Education support Programs in Public Schools are all based on Census counts of the number of individuals in our community. It is important that each Indian, Alaskan Native, and Native Hawaiian be counted. It is also important that each person identify their tribe of enrollment and identify as Indian *only*. Individuals that identify as more than one race are grouped into multi-racial categories by the Federal government and have a negative impact on funding decisions for Indian programs.

With one of the shortest questionnaires in history, the 2010 Census asks for name, gender, age, race, ethnicity, relationship, and whether you own or rent your home. It takes only about 10 minutes for the average household to complete. Questions about *how* we live as a nation – our diversity, education, housing, jobs and more – are now covered in the American Community Survey, which is conducted every year throughout the decade and replaces the Census 2000 long-form questionnaire. Responses to the 2010 Census questionnaire are required by law. All responses are used for statistical purposes only, and all are strictly confidential. Absolutely no personal or household information collected on the Census can be given out to any person, not even the President of the United States. Therefore, it's important that *everyone* be counted where they are currently living without the fear of consequences or punishment.

For more information on why the Census is important for Indian People, visit the National Congress of American Indians 2010 Census Web site at www.indiancountrycounts.org. For questions or Census assistance, please contact Darren Kroenke at (414) 342-0700 or by e-mail at kroenke@spottedeagle.us

Radio Scripts - 30 & 60 Second Spots



Radio Script

Client: US Census Title: Be Counted Date: January 18	Length: 30 Account Executive: Suzi Copywriter: US Census
---	---

1 WHAT WOULD YOU DO IF YOU COULD BE PERSONALLY RESPONSIBLE
 2 FOR MORE FUNDING FOR LOCAL EDUCATION? WHAT IF YOUR ACTIONS
 :10 3 DETERMINED HOW WE PAID FOR ROAD IMPROVEMENTS, LOCAL
 4 HOUSING, PUBLIC TRANSPORTATION AND PUBLIC SAFETY? WHAT IF YOU
 5 COULD DIRECTLY IMPACT YOUR COMMUNITY IN ONLY TEN MINUTES?
 6 WOULD YOU? MILWAUKEE NEEDS YOU! OUR FUTURE IS IN YOUR HANDS.
 7 IN JUST TEN MINUTES, YOU CAN ANSWER THE TEN SIMPLE QUESTIONS
 8 ON THE CENSUS 2010 FORM BEING MAILED TO YOU ON MARCH 15.
 :30 9 STAND UP AND BE COUNTED BY RETURNING YOUR CENSUS FORM BY
 10 APRIL 1! MILWAUKEE'S FUTURE—IT'S IN YOUR HANDS! Sponsored by the
 11 City of Milwaukee Complete Count Committee (SFX: read this last sentence as
 12 a disclaimer)
 13
 14
 15
 16
 :60 17



Radio Script

Client: US CENSUS Title: BE COUNTED Date: March 15 - 27	Length: 60 Account Executive: SUZI Copywriter: US CENSUS
--	---

1 WHAT WOULD YOU DO IF YOU COULD BE PERSONALLY RESPONSIBLE
 2 FOR MORE FUNDING FOR LOCAL EDUCATION? WHAT IF YOUR ACTIONS
 :10 3 DETERMINED HOW WE PAID FOR ROAD IMPROVEMENTS, LOCAL
 4 HOUSING, PUBLIC TRANSPORTATION AND PUBLIC SAFETY? WHAT IF YOU
 5 COULD DIRECTLY IMPACT YOUR COMMUNITY IN ONLY TEN MINUTES?
 6 WOULD YOU? MILWAUKEE NEEDS YOU! OUR FUTURE IS IN YOUR HANDS.
 7 IN JUST TEN MINUTES, YOU CAN ANSWER THE TEN SIMPLE QUESTIONS
 8 ON THE CENSUS 2010 FORM BEING MAILED TO YOU ON MARCH 15. THE
 :30 9 CENSUS IS CONFIDENTIAL AND THE INFORMATION YOU PROVIDE
 10 CANNOT BE SHARED WITH ANY OTHER GOVERNMENT AGENCY—NOT THE
 11 INS, THE IRS, THE FBI, LANDLORDS OR CREDITORS. THE INFORMATION
 12 RECEIVED THROUGH THE CENSUS HELPS DETERMINE HOW THE MORE
 13 THAN \$400 BILLION DOLLARS IN FUNDING, IS DISTRIBUTED TO OUR LOCAL
 14 GOVERNMENT. YOUR CENSUS DATA HELPS FUND MILWAUKEE. FOR
 15 MORE INFORMATION, GO TO WWW.MILWAUKEE.GOV/2010CENSUS. STAND
 16 UP AND BE COUNTED BY RETURNING YOUR CENSUS FORM BY APRIL
 :60 17 FIRST! MILWAUKEE'S FUTURE—IT'S IN YOUR HANDS! Sponsored by the City
 of Milwaukee Complete Count Committee. (SFX: Read this last sentence as a
 disclaimer)

Journal Sentinel Editorial

You really count - JSOnline

Login | Register | e-Newsletters | Contests | Coupons | Place an Ad | Subscriber Services

WEATHER WATCH: Milwaukee, WI 62°  high 64° | low 50° Detailed Forecast | 7 Day | Doppler Radar



Home | News | Watchdog | **Opinion** | Sports | Business | Food & Dining | Entertainment | Features | Photo/Video

Thursday, November 11, 2010 | Main Page | Editorials | Local Perspectives | Editorial Board Blog | Crossroads | Causey | M

Opinion

[Home](#) » [News](#) » [Opinion](#)

EDITORIAL

You really count

The 2010 census gets launched soon, and the stakes are high. On these numbers depends congressional apportionment and a community's share of federal dollars.

Feb. 25, 2010 |  (0) COMMENTS

In 2006, Milwaukee Mayor Tom Barrett, armed with data, successfully challenged the U.S. census count for the city. He persuaded the Census Bureau to increase the city's population to about 602,000, up from the "official" count of 573,000. That change netted the city significantly higher amounts of federal dollars.

In 2000, the census count for Wisconsin meant the state lost a congressional seat, going from nine to eight in the House of Representatives.

The U.S. census matters.

Next month, households throughout the state will begin receiving 2010 U.S. census forms - in English and in other languages spoken relatively often here. The forms, which the bureau says is the shortest ever, will take about 10 minutes to fill out.

That 10 minutes will be worth about \$1,200 per year for every person counted - this state's portion of the nearly \$400 billion the federal government dispenses every year based on population for health, education, transportation and other services.

And, also at stake, of course, is how congressional seats are apportioned to the states. .

That amount - \$1,200 per person per year - might not sound like a lot but multiply that by 10, each year in the decade until the next census, and we're talking real money. Wisconsin is estimated to have missed nearly 30,000 in the last census.

But consider that the city of Milwaukee, according to census organizers locally, had \$500,000 to get out the word in 2000. This year, it has \$50,000, this in a city with a sizable population deemed "hard to count."

They are difficult to count often because of language, in the case of immigrants, and because of issues of poverty that spawn other issues such as transiency and homelessness. Fortunately, census organizers have enlisted nonprofit groups to help with these parts of the community.

On Monday, the city will have a "Countdown to Census Day" rally at 11:45 a.m. at the Italian Community Center, 632 E. Chicago St., in Milwaukee. There will be food and drawings.

The message will be one worth heeding. Fill out the form and get counted because it counts in significant ways for your community.

Some census jobs are still available locally. Go to 2010censusjobs.gov or call (866) 861-2010 for more information.

Reporte del Alcalde Tom Barrett

La importancia del Censo 2010

Por Daisy Cubias



El formulario del censo no pregunta la situación legal de nadie.

Que es el censo, de que se trata?

Por mandato constitucional, el censo es una encuesta que se hace en los Estados Unidos cada 10 años, para contar el número de habitantes que viven en cada barrio, ciudad, estado y en todo el país. Durante las primeras semanas de marzo, los formularios de Censo 2010 comenzaran a llegar a sus hogares. El censo es repetido cada diez años, por eso es muy importante que contemos a todos los habitantes que viven en la ciudad.

Preguntas en el formulario.

Solamente son 10 preguntas que toman más o menos 10 minutos para responderlas

El formulario del censo este año solamente contiene 10 preguntas fáciles. Por favor, tienen que incluir a todas las personas que viven en su hogar aunque ellos no sean parte de su familia. Toma más o menos 10 minutos para escribir sus respuestas y estas son muy sencillas

de contestar. Entre ellas, preguntan fecha de nacimiento, raza, origen, es usted el dueño de su vivienda o renta, cuantas personas viven en su casa y la relación entre ellas por ejemplo esposo, hijo, tía, cuñado, etc.

El formulario no pregunta el estado legal de las personas y toda la información es estrictamente confidencial. Absolutamente nadie puede obtener acceso a esa información, ni aun el presidente de este país.

Contar Completamente- la Importancia del Censo.

El censo es importante porque el gobierno federal decide el número de representantes en el Congreso basado en el número de habitantes que viven en cada estado. También para la distribución de más de \$ 400 billones de dólares que el gobierno federal distribuye cada año. Por cada persona que vive en nuestras comunidades y que No es contada en el censo, perdemos más de \$1.200. En diez años eso significa que el estado pierde más de \$12.000 por cada persona que no es contada en el censo. Cien personas en un año significan la pérdida de más de \$1.2 millones para el estado. Esos fondos federales, son usados para la seguridad pública, educación, programas de entrenamiento y empleo, programas para la juventud y para ancianos, programa de WIC que ayuda a mujeres, infantes y niños, y muchos otros servicios que benefician al públicos. La información del censo también es usada para carreteras, transporte público, centros de emergencia para personas sin hogar, etc.

Estas estadísticas son usadas también por las cámaras de comercio para abrir negocios como tiendas, gasolineras, supermercados, farmacias, nuevos ed-

ificios, apartamentos, viviendas y otros servicios que benefician al público.

Hace 10 años perdimos un representante en el Congreso porque muchas personas No fueron contadas. No podemos permitir que nuestras comunidades sufran pérdidas de fondos federales solamente porque no llenamos y enviamos de regreso los formularios del censo. El censo es importante porque también el público puede usar la información para saber a que clase de vecindario se están mudando.

Confidencialidad.

Toda la información es estrictamente confidencial. Es contra la ley compartir esa información con otras agencias del gobierno federal, estatal o local. La información no se comparte con la policía, cortes, ICE, IRS, absolutamente con nadie.

Fechas del Censo

Comenzando la segunda semana de Marzo, se mandaran los formularios por correo.

Esperamos que los habitantes los envíen de regreso las primeras semanas de abril. Esos formularios ya están prepagados y no necesitan estampillas de correo par enviarlos. Estos van ser publicados en muchos lenguajes incluyendo el español, coreano, chino, ruso, vietnamense, etc. A finales de abril los trabajadores del censo comenzaran a ir a esas direcciones que no han enviado sus formularios de regreso. También habrá ayuda por teléfono para las personas que tengas preguntas acerca del formulario, que necesitan clarificación o no entiendan el Ingles. Si usted NO quiere que los empleados del censo visiten su casa, envíe los formularios de regreso. Correo electrónico www.milwaukee.gov-2010census

Why the 2010 Census is Important – Milwaukee’s Future is in Our Hands

**Mayor Tom Barrett and
Common Council President
Willie Hines Jr.**

By now, every household in Milwaukee should have received a 2010 census form as required by the U. S. Constitution. Our families have completed and returned our forms and we hope your family has too!

For those of you who have, we thank you for fulfilling this important civic duty.

For those of you who have not, it is important that you fill it out and send it back to the Census Bureau by April 1st – Census Day!

We realize that there are some people who are reluctant to participate. If you are asking – Why should I take part? Here are some important facts about the census:

Fact 1: It is completely safe and private. Your response is confidential and is protected by law. Even if you are living here without documentation, you count. No one can check to see if you are a citizen – not the FBI, IRS, immigration, welfare, landlords, police or courts.

Fact 2: It helps fund community



Mayor Tom Barrett

services. Hundreds of millions of dollars come into Milwaukee each year based on census data - money for education, housing, child care, health care, job training and more.

Fact 3: An undercount hurts everyone.

For every Milwaukee resident that goes uncounted, we lose \$12,000 over a decade.

An undercount of even 1,000 would result in a loss of millions of dollars to our community.

Fact 4: It strengthens our voice in government. A complete count helps ensure equal political representation for Milwaukee in Madison and



Ald. Willie Hines, Jr.

Washington. In Census 2000, we lost a seat in Congress due to an undercount. We can't let that happen again.

Fact 5: It protects our civil rights.

The Census Bureau collects data on race and ethnicity in order to comply with non-discrimination laws and address racial disparities.

It is used for monitoring and enforcing equal employment opportunities under the Civil Rights Act.

These are compelling reasons why it is important to count everyone in the census, and "not having the time" to fill out your questionnaire is not a good excuse.

The 2010 form is the shortest in history and takes only 10 minutes to complete. It asks 10 simple questions - such as the name, age, gender and race of people in your household.

The individual in whose name the housing unit is rented or owned should complete the form and list every person living there – relatives and non-relatives. That's it.

Bottom line, the stakes are high and our community has a lot to lose or gain in the 2010 census.

Let's seize this important opportunity that only comes once every 10 years to build respect, power and influence in our community by achieving a complete count!

For more information, please visit the City's website www.milwaukee.gov/2010census or call the Census Bureau's Milwaukee Office at 414-203-3840.

Barrett and Hines joined forces last year to create Milwaukee's Complete Count Committee consisting of government, business and community leaders dedicated to raising awareness about the 2010 census among all residents.

The 2010 Census

Stand Up and Be Counted for Your Community

In the next week or two, you will in the mail a packet from the U.S. Census Bureau. This

GUEST EDITORIAL

By Deborah Blanks
CEOSocial Development Commission

After the last Census, Wisconsin lost a seat in Congress because of a low count. To

is an opportunity for every resident to make a difference... a time when each of us truly will count.

Millions of dollars are at stake for the city, county and state with the Census. Many federal and state program dollars are allocated to cities and counties based on the Census population count. Making sure everyone is counted is critical in making sure our community gets its fair share of these funds.

It is estimated that the city loses more than \$1,000 annually for every Milwaukee resident who goes uncounted by the Census. That can add up to millions of dollars that would otherwise help raise the quality of life for us all.

Getting everyone to participate in the Census is also important in making sure we are fully represented in both Congress and in Madison. Census figures are used to determine representation in both legislative bodies.

guarantee we get our deserved representation in both Washington and Madison, everyone needs to be counted.

All it takes to accomplish this is to spend about ten minutes filling out and returning the Census form.

There are just six topics covered in the questionnaire but the impact of having everyone fill it out will last ten years. By taking the time to fill out the Census form, you are stepping up for the neighborhood, city and county, to make sure we get our fair share of federal and state funds for vital services and programs.

When the 2010 Census form arrives at your home, be sure to fill it out and send it back. That simple act will ensure our community receives the funds it has earned, needs and deserves. You can become a hero by filling out the Census form when it comes to your home and by encouraging your neighbor to do the same.

GUEST COMMENTARY

By U.S. Congresswoman Gwen Moore

Everybody Counts So We Must Be Counted

The benefits our community gets from the Census are far from abstract. We're talking about real things that touch our lives every day – from our schools to our roads to Medicare and Medicaid. We deserve to have what we need here for all of our people including our children and our seniors.

This year's census determines how funding and resources will be allocated until 2020. It is absolutely crucial that we get an accurate count because every single person uncounted means lost funding.

Every 100 people uncounted means that \$1.2 million of our federal tax dollars won't come back to Milwaukee.

Our area has changed a lot over the past ten years, and the 2010 Census is the tool that gives Washington the best and fullest picture of who we are.

We must be counted to get our fair share of our federal tax dollars. And we also must make sure Milwaukee gets its voice in Washington and in Madison. The Census determines the number of seats Wisconsin has in the House of Representatives.

As required by the U.S. Constitution, every ten years every person must be counted. And an accurate count is crucial to help Milwaukee.

And this means all of us. Based on results from the last census, minorities are much more likely to be missed in the count.

Whatever the reasons are, we need to change that. There is nothing to fear by returning your census form. In fact, it's quite the opposite. If you don't return it, we lose.

I fight for Milwaukee every day. It's why I ran for office. And I work to bring funding back to help create jobs, build and improve infrastructure and provide crucial services to residents.

But it takes us working together to make sure we get our due. And this is how you can do your part. Simply by filling out a form you will help Milwaukee, you will help your neighbors, and you will help yourself.

If you don't stand up, you won't be counted.

After you fill out your form and mail it back, spread the word. Talk to your friends and your family. Tell them how important this is.

MLK Editorial

(Ran in Various Minority Newspapers)

Honoring the Legacy of Dr. Martin Luther King! Stand Up and Be Counted!

Mayor Tom Barrett

As we celebrate this Martin Luther King Day, we honor a great man and a great legacy. Dr. King gave his life to advance the cause of civil rights, peace and jobs. Perhaps there is no greater tribute to this martyr and true believer in the power of nonviolence than honoring him with his own words: *"If a man hasn't found something to die for, he isn't fit to live."*

Martin Luther King Day also reminds us of the obstacles African Americans faced fighting for the right to vote. The 15th and 19th Amendments to the U. S. Constitution guaranteed citizens voting rights, but African Americans still faced legal and illegal impediments that prevented them from voting. These barriers included poll taxes, literacy tests, harassment and physical violence. However, after a nearly 100-year-long battle, the Voting Rights Act was signed into law in 1965 to end all forms of voting discrimination and expand voting rights for non-English speaking Americans.

As we reflect on Dr. King's legacy and the tradition of civil rights, it is important and timely to promote greater understanding about another fundamental right - the right to be counted in the 2010 census. The importance of counting **every** person living here has far greater ramifications than just completing an accurate count of our population. Census data will determine how more than \$400 billion in federal dollars will be distributed to state and local governments over the next decade.

To bring it even closer to home, our City government receives millions of dollars each year from federal programs that distribute funding based on census data - funding for public safety, community and economic development, job training and a host of other priorities. As Mayor of the City of Milwaukee, it is my duty to make sure these funds are spent wisely and make every dollar count. Here are some examples of how my Administration is putting these funds to good use:

Building Safe Neighborhoods: The Police Department receives U. S. Department of Justice grants that are distributed based on population figures each year. These funds have been used to fund important crime prevention efforts - initiatives that have helped contribute to double digit decreases in the overall crime rate. The City's American Recovery and Reinvestment Act (ARRA) Byrne Justice Formula allocation alone totaled \$4 million in 2009.

Connecting People to Jobs: The Milwaukee Area Workforce Investment Board receives approximately \$15 million a year from the Department of Labor to support job training and workforce development initiatives. We tripled the number of youth hired through the Summer Jobs Program this past summer and continue to serve adults seeking jobs in collaboration with other community partners.

Promoting Community and Economic Development: The City's share of Department of Housing and Urban Development (HUD) funds allocated last year was \$25 million and has remained relatively consistent over the past several years. I have authorized HUD Community Development Block Grant dollars for Large Impact Development Projects such as Teutonia Gardens at the corner of Teutonia and Center Streets and the Latino Geriatric Center 2nd story expansion of its existing structure on 9th Street.

Preserving Homeownership: The Milwaukee Foreclosure Partnership Initiative I launched in 2008 to help local residents facing the threat of foreclosure and others in need of housing assistance is currently supported with HUD Neighborhood Stabilization Program (NSP) funding totaling \$9 million.

These are just a few examples, and I haven't even touched on federal resources that come to other government entities such as county and state government - dollars for roads, transportation, education, health care, senior citizen centers and more.

Census data is also used to draw legislative districts and determine how many seats Wisconsin will have in the U. S. House of Representatives. The impact of an undercount could weaken our voice in government.

When your census form arrives in March, please fill it out and drop it into a mailbox by April 1, 2010, Census Day. The new questionnaire, which every residential household will receive, is the shortest ever and takes less than 10 minutes to complete. It asks 10 simple questions about members of your household, including name, gender, age, race, ethnicity, and whether you own or rent your home. That's it, and it is completely safe and private.

In Milwaukee, we comprise a vast kaleidoscope of people representing diverse racial and ethnic backgrounds. Diversity is our strength and the key to our future growth and prosperity. In 2010, we have the power to define who we are as a community and as a nation by achieving a complete census count. Let's honor the legacy of Dr. King and the tradition of civil rights this upcoming census! Milwaukee's future is in our hands. We control our destiny. Let us **all** stand up and be counted!

Appendix - Section E

2010 Census Expenditures

2010 CENSUS EXPENDITURES

0001 1512 0200 S219

APPROPRIATION: \$50,000.00

<u>Invoice Date</u>	<u>Paid Date</u>	<u>Acct. No.</u>	<u>Ventor/Description</u>	
1/27/10	2/9/10	636503	Weiss & Company - 60,000 Promo Flyers	2,372.00
1/16/10	2/9/10	636503	Milw. Times Weekly Newspaper - Display Ad - 1/14/10 edition - page 14	270.00
1/25/10	2/9/10	636503	Milw. Times Weekly Newspaper - Display Ad 1/21/10 edition - page 12	270.00
2/10/10	2/10/10	630104	Free Style Graphics - 3 banners, 2.5' x 7.0'	347.39
1/31/10	2/12/10	636503	Milwaukee Radio Alliance (advertising)	200.00
3/1/10	3/3/10	634005	Goody Gourmet's	400.00
2/19/10	3/3/10	636503	Milwaukee Times Weekly Newspaper - 2/19/10 edition - page 12	300.00
2/24/10	3/3/10	636504	Free Style Graphics - 2 banners, 2.5' x 7.0'	232.26
2/11/10	3/3/10	636504	Litho Craft - Bumper stickers & census stickers	2,089.00
2/24/10	3/3/10	636504	Litho Craft - census stickers, spanish	613.00
3/4/10	3/3/10	636501	Sharon Robinson (Rally)	62.66
3/3/10	3/3/10	632006	Social Dev. Commission - t-shirts	1,100.00
3/1/10	3/8/10	634005	Italian Conference Center	2,644.00
2/28/10	3/17/10	636503	Milw. Times Weekly Newspaper - Display Ad - 2/25/10 - page 33	300.00
3/13/10	3/17/10	636503	Milwaukee Courier - Display Ad 3/13/10	1,625.00
	3/17/10	636503	Voces De La Frontera - Census Ad Feb. 2010	152.00
3/12/10	3/19/10	636503	El Conquistador Newspaper	875.00
3/17/10	3/25/10	636503	Milwaukee Community Journal - Ad "It's Your Right"	450.00
3/17/10	3/25/10	636503	Milwaukee Community Journal - Ad "Numbers Matter"	450.00
3/17/10	3/25/10	636503	Milwaukee Community Journal - Ad "Nothing to Fear"	450.00
3/17/10	3/25/10	636503	Milwaukee Community Journal - Ad "April 1 is Census Day"	1,000.00
3/20/10	3/25/10	636503	Milwaukee Courier - Display Ad 3/20/10	1,625.00
3/19/10	3/25/10	636503	El Conquistador Newspaper	875.00
3/15/10	3/25/10	636503	Milwaukee Times Weekly Newspaper - 3/11/10 edition - page 3	200.00
3/15/10	3/25/10	636503	Milwaukee Times Weekly Newspaper - 3/11/10 edition - page 7	200.00
3/15/10	3/25/10	636503	Milwaukee Times Weekly Newspaper - 3/11/10 edition - page 16	450.00
3/15/10	3/25/10	636503	Milwaukee Times Weekly Newspaper - 3/11/10 edition - page 11	200.00
3/22/10	3/25/10	636503	Milwaukee Times Weekly Newspaper - 3/18/10 edition - page 7	200.00
3/18/10	3/25/10	636503	Milwaukee Times Weekly Newspaper - 3/18/10 edition - page 11	200.00
3/22/10	3/25/10	636503	Milwaukee Times Weekly Newspaper - 3/18/10 edition - page 15	200.00
3/22/10	3/25/10	636503	Milwaukee Times Weekly Newspaper - 3/18/10 edition - page 18	450.00
3/22/10	3/26/10	630108	Basics in Milwaukee, Inc. - printing and mailing	605.81
3/17/10	3/31/10	636503	Voces De La Frontera - Census Ad March 2010	152.00
3/27/10	3/31/10	636503	Milwaukee Courier	1,625.00
3/24/10	3/31/10	636503	Milwaukee Community Journal - Ad "Nothing to Fear"	450.00
3/24/10	3/31/10	636503	Milwaukee Community Journal - Ad "Numbers Matter"	450.00
3/24/10	3/31/10	636503	Milwaukee Community Journal - Ad "It's Your Right"	450.00
3/24/10	3/31/10	636503	Milwaukee Community Journal - Ad "April 1 is Census Day"	1,000.00
3/26/10	3/31/10	636503	El Conquistador Newspaper	875.00
3/12/10	3/31/10	636503	The Busiiness Journal	300.00

2010 Census Expenditures

<u>Invoice Date</u>	<u>Paid Date</u>	<u>Acct. No.</u>	<u>Ventor/Description</u>	
4/4/10	4/6/10	630108	WNOV Radio Station	700.00
3/30/10	4/6/10	630108	Milwaukee Times Weekly Newspaper - 3/25 edition - page 5	200.00
3/30/10	4/6/10	630108	Milwaukee Times Weekly Newspaper - 3/25 edition - page 11	200.00
3/30/10	4/6/10	630108	Milwaukee Times Weekly Newspaper - 3/25 edition - page 14	200.00
3/30/10	4/6/10	630108	Milwaukee Times Weekly Newspaper - 3/25 edition - page 20	450.00
4/5/10	4/8/10	636503	Milwaukee Times Weekly Newspaper - April 1 edition - page 3	200.00
4/5/10	4/8/10	636503	Milwaukee Times Weekly Newspaper - April 1 edition - page 11	200.00
4/5/10	4/8/10	636503	Milwaukee Times Weekly Newspaper - April 1 edition - page 14	200.00
4/5/10	4/8/10	636503	Milwaukee Times Weekly Newspaper - April 1 edition - page 16	450.00
3/20/10	4/8/10	636503	WMCS-AM	1,550.00
4/2/10	4/8/10	636503	El Conquistador Newspaper	877.76
3/31/10	4/8/10	636503	Milwaukee Community Journal	450.00
3/31/10	4/8/10	636503	Milwaukee Community Journal	450.00
3/31/10	4/8/10	636503	Milwaukee Community Journal	450.00
4/8/10	4/8/10	636503	Milwaukee Community Journal	1,000.00
3/13/10	4/8/10	636503	Free Style Graphics	659.82
3/28/10	4/8/10	636503	Bustos Media LLC (WDDW-FM Radio)	3,000.00
4/7/10	4/15/10	634005	NAACP	324.00
4/1/10	4/15/10	636503	Radio Multimedia Inc.	700.00
3/31/10	4/15/10	636503	Bustos Media LLC	150.00
4/3/10	4/15/10	636503	Milwaukee Courier	1,625.00
4/4/10	4/19/10	636503	El Sol Broadcasting	750.00
3/4/10	4/29/10	636503	Free Style Graphics	455.00
4/19/10	4/29/10	636503	1290 WMCS-AM	150.00
4/22/10	4/29/10	636503	Weiss & Co. Marketing Comm.	1,243.00
4/30/10	5/17/10	636503	1290 WMCS-AM	150.00
4/30/10	5/18/10	636503	Milwaukee Times Weekly Newspaper - 3/15 & 3/22 editions	2,100.00
5/6/10	5/18/10	636503	Bustos Media - 3/14	300.00
3/14/10	6/9/10	636503	Bustos Media	50.00
7/15/10	7/19/10	636503	Free Style Graphics	1,281.50
7/28/10	8/4/10	634005	LaFuente Ltd.	825.00

EXPENDITURE TO DATE: \$48,051.20

REMAINING BALANCE: \$1,948.80



Produced by the Public Information Division
of the Common Council/City Clerk's Office

NOV. 2010

