



# Milwaukee's Future: IT'S IN OUR HANDS

[www.milwaukee.gov/2010census](http://www.milwaukee.gov/2010census)

## FOR IMMEDIATE RELEASE

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## 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](http://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-**

## **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.