
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

September 1, 2020

Ald. Cavalier Johnson
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There is still time to be counted in the 2020 Census

Every 10 years, as mandated by Article 1, Section 2 of the U.S. Constitution, the government sets out to tally people of all ages and backgrounds. As the deadline to complete the 2020 Census approaches, **Common Council President Cavalier Johnson** is working to ensure all Milwaukee residents are counted.

President Johnson, along with Mayor Tom Barrett, Congresswoman Gwen Moore and Alderwoman/State Rep. JoCasta Zamarripa, will be hosting a press conference today – Tuesday, September 1st to help raise awareness around the Census and rally residents to participate. Additionally, The Common Council today gave its unanimous approval to file #200581 – a resolution for immediate adoption directing all city departments to ask individuals calling the city for non-emergency services whether they have received and completed their 2020 Census form. The legislation, sponsored by President Johnson, also directs the Department of Administration to create a framework for questioning and advising callers about their participation in the Census and verifying departmental compliance.

“This legislation allows the city to be proactive in encouraging residents to complete the 2020 Census. In addition to our city departments, I’m challenging all state and local officials to keep the Census top of mind and help encourage participation when working with their constituents,” said President Johnson.

2020 Census data will be used to determine the fair allocation of more than \$675 billion in federal funds each year over the next 10 years to states and local communities. This money helps support education, housing, health programs and much more. Wisconsin receives \$12.6 billion annually based on census data. For every resident that goes uncounted, Wisconsin risks losing \$1,600 every year over the next 10 years. The Census data will also determine how many seats Wisconsin has in the U.S. Congress and in election wards – meaning an accurate count helps provide fair and equal representation.

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Census Reminder/ADD ONE

“The deadline to respond to the 2020 Census is just weeks away, and having an accurate count is vital to help allocate funding for community resources and services, as well as making sure we have fair representation in our government,” said Alderman Johnson. “I’m asking residents across the city to step up and be counted. It’s one small way in which you can make a big impact in your community.”

Residents can respond to the Census through Wednesday, September 30th. Completing the Census, which consists of nine questions, takes minutes and can be done online by visiting www.My2020Census.gov or by calling 1-844-330-2020. There are 13 different language options for respondents and your information is kept private. Information disclosed in Census surveys cannot, by law, be shared with any law enforcement agencies and is stored confidentially, without personally identifiable information.

Census takers have begun visiting households throughout the city to manually assist residents who have not yet responded. These individuals may visit between the hours of 9 a.m. – 9 p.m., will make up to six attempts at each address, will be wearing masks and following social distancing guidelines.

To date, Milwaukee’s self-response rate is 59.3%, which trails the state self-response rate of 71.2% and national self-response rate of 64.9%. Milwaukee is outpacing many of its peer cities, but is still behind its 2010 Census response rate of 68%.