
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

September 23, 2020

Ald. Cavalier Johnson
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Step up and be counted in the 2020 Census

The deadline to complete the 2020 Census is quickly approaching as residents must submit their response before end of day on Wednesday, September 30th. The Census occurs every 10 years as mandated by Article 1, Section 2 of the U.S. Constitution, and the government sets out to tally people of all ages and backgrounds. **Common Council President Cavalier Johnson** is asking all Milwaukee residents to make sure they are counted.

“The deadline to respond to the 2020 Census is right around the corner, 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, and if you have already completed the Census encourage your friends, family, neighbors and co-workers to do the same. It’s one small way in which you can make a big impact in your community.”

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. House of Representatives and in election wards – meaning an accurate count helps provide fair and equal representation.

President Johnson sponsored previous legislation 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 also directed the Department of Administration to create a framework for questioning and advising callers about their participation in the Census and verifying departmental compliance.

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Census Reminder/ADD ONE

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 are currently 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 60.7%, which trails the state self-response rate of 71.8% and national self-response rate of 66.2%. Milwaukee is outpacing many of its peer cities, but is still behind its 2010 Census response rate of 68%.