



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved COMPLETE COUNT COMMITTEE

Tuesday, June 9, 2020

3:00 PM

Virtual Meeting

CALL TO ORDER / ROLL CALL

Chair Stubbs called the meeting to order at 3:14pm.

Present: 5 - Brenda S. Gonzalez; Taryn Johnson; Barbara Harrington-McKinney; Shelia Stubbs and Corinda Rainey-Moore

Absent: 1 - Sheesenphooyw Moua

Excused: 4 - Greg Bump; Andrew J. Statz; Juli A. Aulik and Nina D. Gehan

APPROVAL OF MINUTES

Motion by González, seconded by Rainey-Moore, to approve the March 11, 2020 minutes. The minutes were approved unanimously by voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

1. [57166](#) STAFF UPDATE ON CITY 2020 CENSUS ACTIVITIES

a. Response Rate and Census Timeline Update

- 74% response rate for Dane County - within top 100 counties in the country; still have not reached final self-response rate for 2010. Note that self-response only includes off-campus students. Group quarters not rolled into this.
- City response rate just passed 71%. Number three in the country for cities 150,000-400,000 population - also lagging behind 2010 final self-response rate.
- González asked that when we create messaging we should highlight that group quarters are not included in the count/response. UW followed through with what Census Bureau requested as far as reporting group quarters.
- Stubbs asked about the Southside response rate. Zellers indicated that the 2010 final response rate has been surpassed for the tract between Wingra Creek and the Beltline, but that the area south of the Beltline is lagging behind the 2010 response rate.
- Allied lagging and so is the airport area and far northeast east of the 151/Interstate interchange.
- Some tracts are starting to surpass final 2010 response rates.
- Deadline for Census extended to October 31st.
- Non-response follow-up is slated to start August 11th.

b. UW Census Publicity

- Breana Collins, Planning Division intern and recent UW graduate, is helping monitor UW response rates and with outreach previously discussed.
- Will take advantage of start of school year - reaching out to ASM, student boards, students of color. A meeting will be scheduled with González and Bump to discuss social media work, especially once fall starts. Summer not best time to make a social media push for the UW.
- A UW email from the Chancellor to students was sent before school ended.
- The City is reaching out to sororities and fraternities, which are not counted in the response rate because they are group quarters. Eleven fraternities and sororities have completed forms, nine still need info and 17 have not yet responded.
- Rainey-Moore asked for a list of frats and sororities that have not completed forms yet. Stubbs and Rainey-Moore are in sororities and also have access to fraternities. Staff will send a summary of the names and status of inquiries while forwarding the Chancellor's census message. Rainey-Moore also has contacts with the "Divine Nine" group.
- Collins noted that frats and sororities that are being contacted as part of this effort are group quarters, but the Divine Nine are not group quarters.

c. Fraternity/Sorority Outreach

- Rainey-Moore asked for a list of frats and sororities that have not completed forms yet. Stubbs and Rainey-Moore are in sororities and also have access to fraternities. Staff will send a summary of the names and status of inquiries while forwarding the Chancellor's census message. Rainey-Moore also has contacts with the "Divine Nine" group.
- Collins noted that frats and sororities that are being contacted as part of this effort are group quarters, but the Divine Nine are not group quarters.

d. NLC Grant and Social Media Advertising

- A portion of National League of Cities (NLC) grant has been used for social media boosting through Facebook and Instagram, which is being implemented by designCraft. That effort is now paused because Facebook has classified the Census as political messaging. This requires more of an approval process than commercial advertising. Also, in consultation with designCraft, it was decided that now is not a great time to try to publicize Census. Messaging is likely to get lost amidst the current protests. The effort will be restarted later. DesignCraft is also working through Urban League and Freedom Inc. to boost social media messaging through their followers.
- González said that Freedom Inc., Centro Hispano, and the Urban League are doing an amazing job with census Facebook Live events and Zoom parties. Dancing, dressing up, and giving away gifts. Very successful in English, Spanish and Hmong. We can look back and feel proud about this collaboration.
- Rainey-Moore - Kids Forward is doing an art contest on social media. They had the same problem with census messaging on Facebook, but got past that. They are now doing a video contest and social media is allowing this to happen. This may be the right time for census messaging depending on how it is done. Saturday at Maternal Mothers Health March, brought up the census as a way of getting voices heard and resources for mothers with low-birth weight babies.
- Rainey-Moore will send an email to Kids Forward to ask for tips for getting through the Facebook process and cc Zellers.

e. Communication to Neighborhood Resource Teams (NRTs)

- Worked with Tariq Saqqaf in the Mayor's office to send an email to update NRTs and their members on census response rates.

f. Potential Alder Postcards to NRT Areas

- A postcard from alders to renters within NRT areas is planned, encouraging people to participate in the Census.

g. Community Partners

- All community partners continued Census outreach and engagement in May. Some will continue through July.
- Freedom Inc.: continuing to host periodic Facebook Live Census Couch parties.
- Rebalanced Life Wellness Association (RLWA): hosted Mental Health and Wellbeing Support Groups on May 2 - with Mayor Rhodes-Conway and Quasan Shaw of the US Census as guests and on May 23rd. Despite having expended all city funds, RLWA will continue educating and promoting about the Census through July.
- Centro Hispano, UNIDOS and Roots4Change (R4C): Centro, UNIDOS, R4Change worked on the Census through May. This work included preparing videos to share through social media and 1-1 outreach. Centro also did a final Census radio show at the end of May.
- The Hmong Institute: Continue promotion of Census in community events and activities and with Census promotional materials for families.
- Latino Academy of Workforce Development: Continue Census promotion and education in Spanish during Customer Service classes, On-the-Go GED classes, La Sup, and La Movida.
- Latino Chamber of Commerce (LCC): Completed MOU with the city but continues to help promote the Census through regular programming at its office, social media and La Movida.
- Northside Planning Council Inc. (NPC): Census article in English/Spanish on lagging response rate on the Northside was in the June-July Northside News, continued social media encouraging people to complete their forms, distribution of baby hats, preschool activity books, backpacks, rulers and stickers with families on Northside.

h. Apartment Outreach

- IT is providing the Planning Division with contact info for all apartment owner/managers in the city - we will sort by NRT and pull some other individual complexes out to send Census completion reminders - ask them to send social media messages and emails to their tenants. We will call and follow-up with the messaging. Posters and bookmarks will also be provided to those managers that can place them in buildings.

i. Press Releases

- It would be helpful to get response rates by Census tracts to media outlets, alders, neighborhood associations and through other avenues. That would show which areas have lower response rates and potentially get some competition going. A key milestone is the August 11 start of nonresponse followup. Messaging should be: to avoid someone knocking on your door, complete your Census form. A press release can be prepared in English, Spanish and Hmong. Grady will distribute draft press release to Stubbs and González for review.

j. Handouts at Food Pantries & MMSD Meal Distribution Sites

- Badger Prairie Needs Network distributed 1,000 bookmarks through its pantry in April. Horvath will ask pantries again for Census materials distribution during a June 11 food access meeting.
- MMSD is distributing Census materials at its food sites.
- The City will distribute Census materials at Aldo Leopold Park summer programming in July and August.
- Stubbs asked about Census materials for distribution to Bridge-Lakepoint Community Center during summer programming and food pantry. Schigiel of Census Bureau indicated that most of the materials for kids have run out, but Schigiel does have a small order coming to her. There are also plenty of posters and fliers with more variety than originally available. Posters and fliers could be placed in community centers, apartment buildings, neighborhood centers, centers of worship. Horvath will coordinate orders and distribution to willing partners.

k. CDD Coordination on Counting People Experiencing Homelessness

- Sarah Lim of the Community Development Division is exploring the best option to count persons experiencing homelessness with David Wilke of the Census Bureau. Many folks were in temporary housing provided through COVID-19 pandemic and this may make it easier to count them. The challenge is that folks would still need to opt in.
- Stubbs asked if the City is coordinating with the County. There are a lot of people experiencing homelessness at area hotels. That benefit has been extended for some families through December.
- Zellers indicated city met with County virtually last week and generally discussed the County using all social service avenues they had to publicize the census, but did not specifically mention homelessness. Zellers will follow-up with them on this.

2. [58601](#)**COMPLETE COUNT COMMITTEE CENSUS OUTREACH DISCUSSION****a. Additional Outreach to African American Community**

- Additional funding set aside through the city for this purpose.
- Stubbs reached out to different pastors, seeking a fiscal agent - churches that have not received any Census dollars.
- Dr. Marcus Allen and the African American Council of Churches are hosting a June 19 event at the Alliant Energy Center. Stubbs asked for census materials to distribute in bags - approximately 2,000 bags. Stubbs has also requested Census materials through Governor Evers' aide.
- Schigiel will put an order in right now for posters and fliers. Materials can be sent directly to Stubbs' home address.
- Harrington-McKinney indicated there are about 500 pieces of various Census materials in boxes at Mt. Zion Church from a March event that had to be cancelled due to COVID-19.

No discussion was had on items b or c to allow for discussion of item #3 prior to quorum being lost at 4:30pm.

3. DISCUSS CONTINUATION OF COMPLETE COUNT COMMITTEE, SCHEDULE NEXT MEETING

RES-19-00160 (File #54496) established the CCC with dissolution date of July 31, 2020. That will need to be amended to continue Committee work. Harrington-McKinney agreed to remain on the Committee and co-sponsor the resolution amendment.

ADJOURNMENT

Motion by Harrington-McKinney, seconded by González, to adjourn. The motion passed unanimously by voice vote, and the meeting was adjourned at 4:26 p.m.