

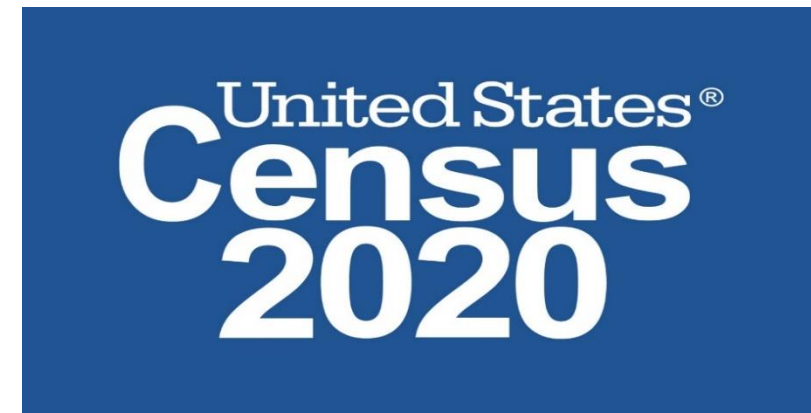
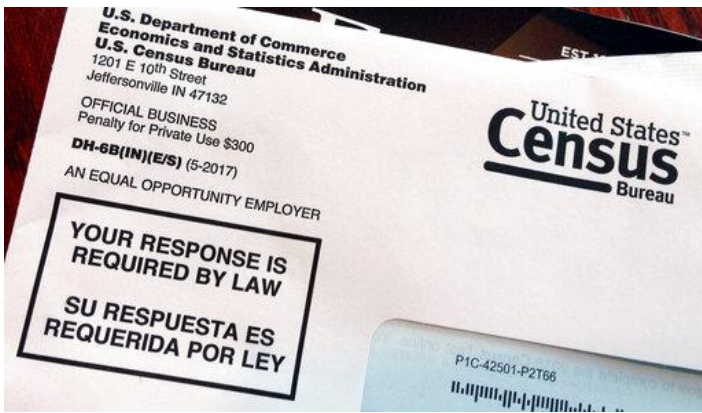
2020 U.S. Census

Shape Your Future



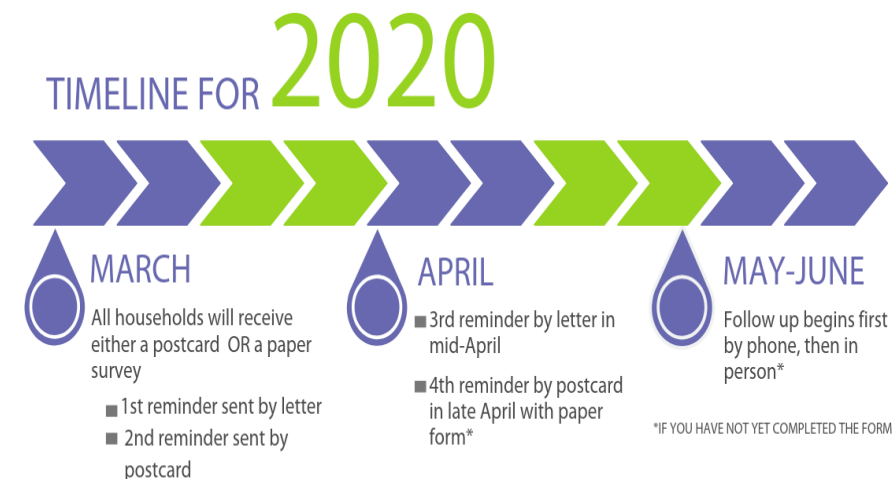
Background of Census

- First Census in 1790—primarily to set Congressional Districts
- Census response is required in Constitution
- Must be completed every 10 years
- The Count is based on a count of residents down to Census tracts (4,000 average per tract)



Census Timeline

- March 4th “March forth and be counted” COUNTY CENSUS EVENT
- Mid-March---Census forms sent to a resident’s address
- You can respond in 3 ways: 1) On-Line OR 2) By Phone OR 3) By Mail
- April 1-Your primary residence on that date
- April 1-June 15 -Continued response to Census by residents of County (avoids cost of Census workers if people respond)
- June-August –Census workers visit-in person



Census is Easy to Complete and Secure

- Think of it as 10-10-10
- 10 Questions
- 10 Minutes of time to complete
- 10 Years of Funding
- **Secure, Confidential**, will not ask for social security or any financial information



Why is the 2020 Census So Important?

- Apportionment of congressional districts based on count
- Redistricting of voting districts for States, Tribal Nations, Counties, Cities, Villages and Towns
- \$675 Billion in federal funding based

United States
Census
2020



YOU COUNT!
Why your participation
in the 2020 Census
is important



Why is the 2020 Census So Important?

- State, Local and Business Planning
- Future Federal Surveys
- Each Census provides a “benchmark” for population projections, business surveys

What is being done in OC to promote the Census?

- Work with Community Partners to promote count within their constituencies
- Publicity through media
- Social media networks-Facebook, Instagram, Twitter, Other
- County has a 2020 Census Facebook page



facebook



Instagram



twitter

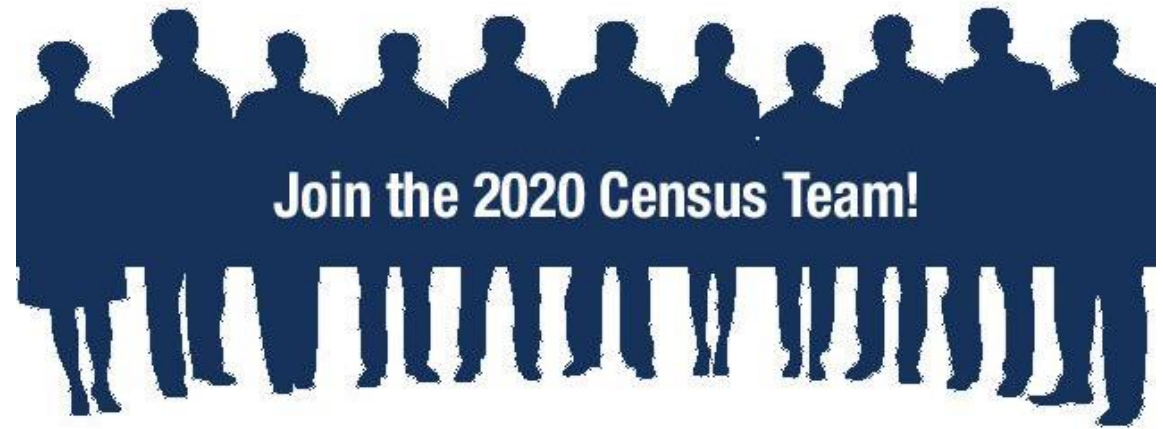
What are we doing to improve count in historically hard to count areas?

- Direct connection with groups such as Boys and Girls Club, LEAVEN, community groups, faith groups, all of the community partners—List of community partners on your desk
- March 4th County Promotion Event
- City of Kaukauna, Town of Kaukauna, City of Seymour, Greenville, and Oneida Nation have Complete Count Committees.



Why should you be involved and what can you do as a Board member?

- Funding from Federal and State resources for bridges, roads, justice, environmental, conservation, schools, and the list goes on
- Promote in your area:
 - Schools, churches, municipal boards, social media, emails, neighbors, friends, relatives
- It is a duty and a legal requirement for residents to respond to the Census
- Looking for Census workers
 - As much as \$19 per hour



Wisconsin Counties Association

LIVE WEBINAR SERIES

Online Education for Local Government Officials



2020 Census: Ensuring a Complete Count in Every Wisconsin Town

Monday, February 24, 2020 10:00:00 AM CST - 11:00:00 AM CST

For more information and to register, please visit the following link:

<https://wicounties.adobeconnect.com/census/event/registration.html>