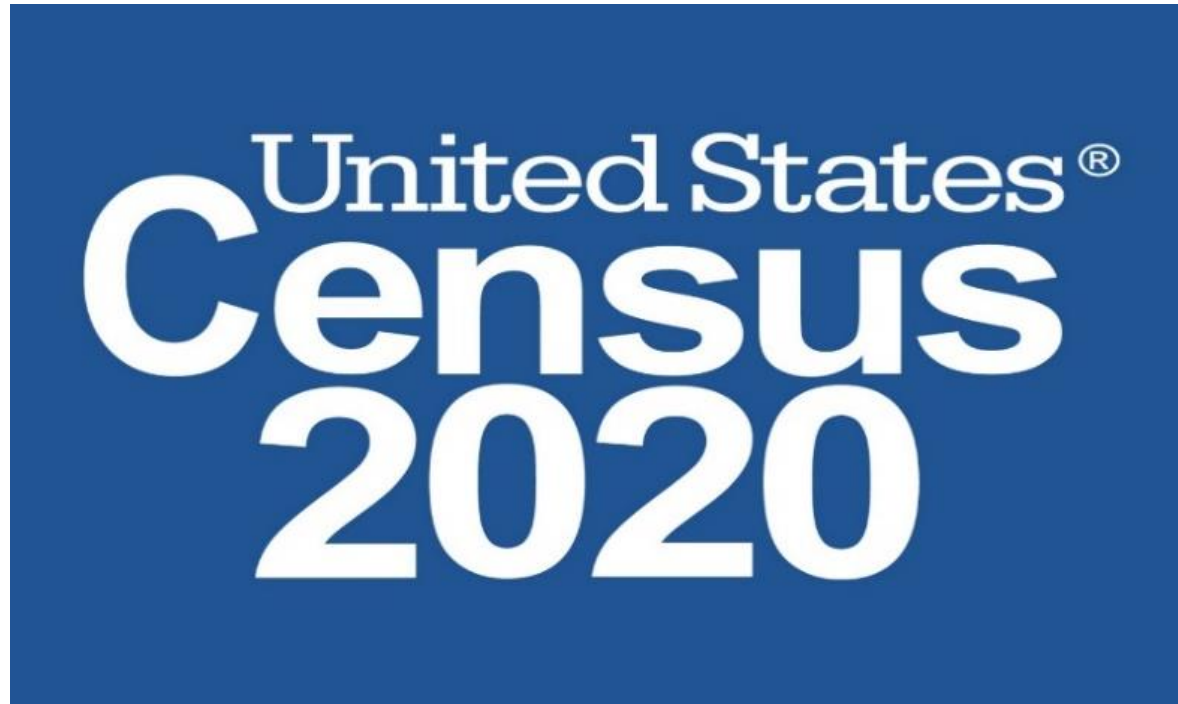


UPDATE-Outagamie County



Jerry Iverson, *Chair*

Karen Nelson, *Vice-Chair*

7/15/2020

Overview of Census Promotion

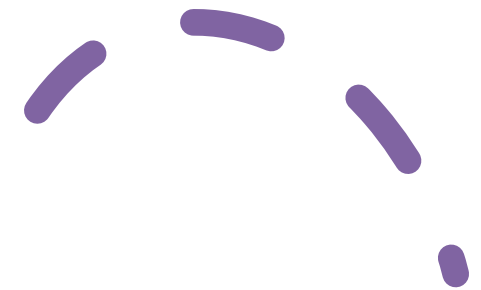
- Activities began in early March “March Forth and Be Counted” on 3/4
- March 12th – Census forms mailed
- COVID-19 and Safer at Home order 3/25 caused changes in methods of promotion
- April 1st – CENSUS DAY
- Social and voice media promotion— thanks to WHBY and the *Post Crescent*
- Outreach to historically undercounted groups through virtual messaging and other census promotion cards (on your desks)—food banks, grocery stores, Appleton Downtown Inc., libraries

UPDATE

Household Self-Response Data(July 9, 2020):

- United States 62.0%
- Wisconsin 68.9%
- Outagamie County 79.5%
 - Outagamie County's response rate is the fifth highest rate out of 72 Wisconsin Counties
 - Also ranked #13 in response rate out of 3,100 U.S. Counties
 - NOTE: Calumet County at 81.1%(City of Appleton average response rate in Calumet County is over 83%)

TIMELINE FOR 2020



Changes

Self-response to census has been moved from the end of June to October 31, 2020

Census workers will begin knocking on doors for non-response households on August 15th



U.S. Census will send out reminder postcards from July 21 to July 28 to households that have not responded. (New to 2020 census)

Any work that can be done now to promote the census will help in the self-response rate and reduce costs for U.S. Census workers knocking on doors



- It is our legal duty to respond to the census as residents of United States
- All household information is confidential and secure and protected by law – no citizenship question
- REMINDER: For every person undercounted it means \$1,400 less per year, per person from federal/state for: roads, bridges, schools, libraries, courts, health services, foster care, airports, and the list goes on
- That is \$14,000 over the next 10 years for every resident not counted



CALL TO ACTION: COMMON COUNCIL PROMOTION OF CENSUS

- Many of you are members of local boards and other community groups
- Request public signs: **BE COUNTED, IT IS NOT TOO LATE TO BE COUNTED IN CENSUS**
- Go to Outagamie County Census Facebook page and post/share information with constituents
- Review videos on Facebook page and share in English and other languages

Websites or Facebook Page

- 2020 Census to fill out census for residence:
www.my2020census.gov **OR**
- 2020 Census “phone number” to call in census info is **1-844-330-2020**
- Outagamie County Census Facebook Page:
www.facebook.com/Complete-Census-Count-Outagamie-County-100698688137506/

YOU MATTER

IT'S NOT TOO LATE
TO BE COUNTED!

United States[®]
Census
2020

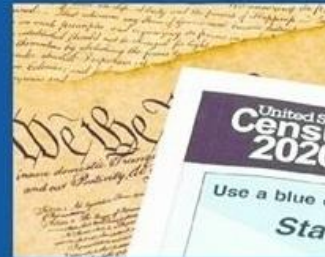
www.my2020census.gov 1-844-330-2020



Your information is
secure & confidential



Helps determine funding
for important services



The census is in the
U.S. Constitution



It's easy, safe and quick
to complete online