2020 Census & Redistricting: Implications for Local Clerks

2020 Census Countdown Clock

Clerks, Treasurers, & Finance Officers Institute
League of Wisconsin Municipalities
Eau Claire, WI
June 6, 2019

Presented by Dan Veroff
Extension Demographic Specialist
Applied Population Laboratory, UW-Madison/Extension
About the Applied Population Lab

• Clearinghouse for Demographic Data and Products
  – State Data Center & UWEX roles
• Applied Work
  – Mapping
  – Regional Profiles
• Facilitation of data and informational resources
  – Training
• Local area estimates and projections
  – School District Enrollment Projection Program
• Our websites
  – Main home page: www.apl.wisc.edu
  – Data access page: www.getfacts.wisc.edu
Today’s discussion

• 2020 Census is less than a year away!
  – Ch-ch-ch-ch-ch-changes!
  – Building awareness & outreach

• Data & Redistricting
  – What data and when?
  – Local redistricting process

• Roles for municipal clerks

• Questions and some resources
The Decennial Census

The purpose is to **conduct** a census of population and housing and **disseminate** results to the President, the States and the American People

• Important Uses of Census data:
  – **Apportionment**
  – **Redistricting** – more on this later
  – **Enforcing** voting rights and civil rights legislation
  – **Distributing** $675 Billion (annually)
  – **Information** for municipal planning, services, resource allocation
April 2021 – September 2023: Other data and products released on flow basis
Some operations are changing
More cost efficient and improving response

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

- Conduct a nation-wide communications and partnership campaign
- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation

Count the Population

- Collect data from all households, including group and unique living arrangements
  - Make it easy for people to respond anytime, anywhere
  - Encourage people to use the new online response option
  - Use the most cost-effective strategy to contact and count nonrespondents
  - Knock on doors only when necessary

Establish Where to Count

- Identify all addresses where people could live

Count Everyone Once In the Right Place

- Conduct a 100% review and update of the nation’s address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

Release Census Results

- Process and Provide Census Data
  - Deliver apportionment counts to the President by December 31, 2020
  - Release counts for redistricting by April 1, 2021

- Make it easier for the public to get data
**A sea change: internet response**

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td></td>
<td><strong>If you haven’t responded yet:</strong></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td><strong>April 8–16</strong></td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
Optimizing self-response

Motivate People to Respond

Tailored Contact Strategy

Partnership Program

Micro-Targeted Advertising

Notices Encouraging Self-Response

Pre-Assigned ID Not Required*

Multiple Modes and Devices

Online Forms in Multiple Languages

*Validate respondent addresses for those without a Census ID and prevent fraudulent submissions

Assure Respondents that their Data are Confidential and Secure

Make It Easy to Respond from Any Location at Any Time
Some census questions are changing
Some Changes for 2020

Is this person of Hispanic, Latino, or Spanish origin?
- [ ] No, not of Hispanic, Latino, or Spanish origin
- [ ] Yes, Mexican, Mexican Am., Chicano
- [ ] Yes, Puerto Rican
- [ ] Yes, Cuban
- [ ] Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

What is this person’s race?
Mark [ ] one or more boxes AND print origins.

- [ ] White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- [ ] Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- [ ] American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
- [ ] Chinese
- [ ] Filipino
- [ ] Asian Indian
- [ ] Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.
- [ ] Vietnamese
- [ ] Korean
- [ ] Japanese
- [ ] Samoan
- [ ] Chamorro
- [ ] Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc.
- [ ] Some other race – Print race or origin.
### Change in question on relationships

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Mark ONE box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opposite-sex husband/wife/spouse</td>
<td></td>
</tr>
<tr>
<td>Opposite-sex unmarried partner</td>
<td></td>
</tr>
<tr>
<td>Same-sex husband/wife/spouse</td>
<td></td>
</tr>
<tr>
<td>Same-sex unmarried partner</td>
<td></td>
</tr>
<tr>
<td>Biological son or daughter</td>
<td></td>
</tr>
<tr>
<td>Adopted son or daughter</td>
<td></td>
</tr>
<tr>
<td>Stepson or stepdaughter</td>
<td></td>
</tr>
<tr>
<td>Brother or sister</td>
<td></td>
</tr>
<tr>
<td>Father or mother</td>
<td></td>
</tr>
<tr>
<td>Grandchild</td>
<td></td>
</tr>
<tr>
<td>Parent-in-law</td>
<td></td>
</tr>
<tr>
<td>Son-in-law or daughter-in-law</td>
<td></td>
</tr>
<tr>
<td>Other relative</td>
<td></td>
</tr>
<tr>
<td>Roommate or housemate</td>
<td></td>
</tr>
<tr>
<td>Foster child</td>
<td></td>
</tr>
<tr>
<td>Other nonrelative</td>
<td></td>
</tr>
</tbody>
</table>
Is this person a citizen of the United States?

- Yes, born in the United States
- Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
- Yes, born abroad of U.S. citizen parent or parents
- Yes, U.S. citizen by naturalization – **Print year of naturalization**
- No, not a U.S. citizen
Census outreach and awareness

Figure 1.
What is the one most important reason to fill out the census?

- Helps determine funding for public services in my community: 30%
- Contributes to a better future for my community: 17%
- Provides information for my local government to plan for changes: 15%
- It is my civic duty: 25%

Determines my state’s number of elected representatives: 10%

Source: U.S. Census Bureau, 2020 Census Barriers, Attitudes and Motivators Survey Public Use Microdata Sample data set.
From national to neighborhood

• Emphasis on partnerships

• Paid Advertising

• Complete Count Committees

• Targeted promotional materials and resources in different languages

• Resources on hard-to-count populations
  – Mapping tools:
    • https://www.census.gov/roam
    • https://census.socialexplorer.com/2010ratemap/
  – Small area data
    • https://www.census.gov/research/data/planning_database/2018/
Census Partnership programs

Work with local partners to Engage, Educate and Encourage participation in the 2020 Census by those who are less likely to self respond and who are known to be hard to count.

The 2020 Census succeeds through partnerships with:

• Tribal Governments
• State Governments
• County and Municipal Governments
• Community Organizations
• Faith-based Institutions
• Schools/Colleges
• Businesses
• Local Media
• Philanthropy
Complete Count Committees (CCCs)

- Organized at the _county, municipal, or community_ level
- Formed by local, official _proclamation_ or passage of _ordinance_
- Members appointed by the **Highest Elected Official** (HEO)
- Committee organizes _local outreach efforts_
- Provides _leadership/support_ for participation
Outreach materials for different communities

https://www.census.gov/partners/2020-materials.html
Specific messages on confidentiality

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and help businesses make data-driven decisions that grow the economy. Census data impact our daily lives, influencing important decisions about funding for services and infrastructure in your community, including health care, senior centers, schools, political reapportionment, and federal funding allocations. The data also determine how federal funding flows back to states and local communities each year based on census data.

Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court, or by anyone—not even by the Federal Bureau of Investigation (FBI) or the Central Intelligence Agency (CIA), nor by the Department of Homeland Security (DHS), and not by your employer, teacher, or landlord.

The law is clear: no personal information can be shared.

Under Title 19 of the U.S. Code, the Census Bureau cannot release any information about any individuals, households, or businesses, and no law enforcement agency can ask.

The law states that the information collected may only be used for statistical purposes, to count people and households and for no other purpose.

To support historical research, Title 13 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information.

You can learn more about the confidentiality laws by visiting the U.S. Census Bureau Web site with a privacy notice up to 5 years, and the site at www.census.gov/privacy.

La ley es clara: no se puede compartir ninguna información personal.

En conformidad con el Título 19 del Código de los EE. UU., el Censo del 2020 no puede revelar la respuesta de ninguna persona para fines de identificación, solicitud de financiamiento federal o cualquier otro propósito.

Con el fin de asegurar la integridad de los datos, el Censo del 2020 no puede usar ninguna información personal facilitada durante el proceso de recopilación.

El Censo del 2020 y la Confidencialidad

Sus respuestas al Censo del 2020 están seguras, a salvo y protegidas por la ley federal. Sus respuestas se pueden usar solo para producir estadísticas—no se pueden usar en su contra de ninguna manera. Por ley, todas las respuestas a las encuestas sobre hogares y empresas que realiza la Oficina del Censo de los EE. UU. se mantienen completamente confidenciales.

Responda al Censo del 2020 para dar forma al futuro.

Respondiendo al censo ayuda a las comunidades a obtener los fondos que necesitan y ayuda a las empresas a tomar decisiones basadas en datos que hacen crecer la economía. Los datos del censo influyen en nuestra vida diaria, apoyando información para tomar decisiones importantes sobre el financiamiento de servicios e infraestructura en la comunidad, incluyendo salud pública, escuelas, parques, políticas de vivienda y más. Los datos también ayudan a determinar cómo se reparte el 87% de los fondos federales de los que dependen las instituciones locales.

Sus respuestas al censo están seguras y son confidenciales.

La Oficina del Censo está obligada por ley a proteger toda la información personal que se recopila y a mantenerla en estricta confidencialidad para fines de producción estadísticos. De hecho, cada uno de los encuestadores de la Oficina del Censo produce un juramento para proteger su información personal de forma voluntaria. Sus respuestas no se pueden usar para fines del cumplimiento de la ley o para determinar su identidad personal para beneficios del gobierno.

Por ley, sus respuestas no pueden contraer.

Por ley, sus respuestas al censo no pueden ser usadas en ninguna forma por ninguna agencia del gobierno federal de investigación o cualquier otro territorio.

¿SÉ SEGÚN? ¡SEGÚN QUE SÍ!

Diérase cuenta en el Censo del 2020! Por ley, su información es confidencial.
Hooray for new data!
Data from the 2020 Census

- Age
- Race
- Households and Families
  - Types
  - Relationships
  - Living arrangements of kids
- Tenure of housing
  - (owner vs. renter)
- Housing Occupancy/Vacancy
- Cross tabulations of data & data for very small areas
The American Community Survey

AKA What happened to the long form?

- Replaced long form
- Large, continuous survey
- Data for all areas since 2010
- Annual updates of data
- Adds new questions as needed
What is Redistricting Data?

### Detailed data by race, ethnicity and voting age

<table>
<thead>
<tr>
<th>Race Category</th>
<th>Wisconsin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5,686,986</td>
</tr>
<tr>
<td>Population of one race:</td>
<td>5,582,669</td>
</tr>
<tr>
<td>White alone</td>
<td>4,902,067</td>
</tr>
<tr>
<td>Black or African American alone</td>
<td>359,148</td>
</tr>
<tr>
<td>American Indian and Alaska Native alone</td>
<td>54,526</td>
</tr>
<tr>
<td>Asian alone</td>
<td>129,234</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander alone</td>
<td>1,827</td>
</tr>
<tr>
<td>Some Other Race alone</td>
<td>135,867</td>
</tr>
<tr>
<td>Two or More Races:</td>
<td>104,317</td>
</tr>
<tr>
<td>Population of two races:</td>
<td>97,512</td>
</tr>
<tr>
<td>Population of three races:</td>
<td>6,291</td>
</tr>
<tr>
<td>Population of four races:</td>
<td>429</td>
</tr>
<tr>
<td>Population of five races:</td>
<td>77</td>
</tr>
<tr>
<td>Population of six races:</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2010 Census.
New data portal is coming!

https://data.census.gov/cedsci/
Local Redistricting in Wisconsin
Why does Wisconsin redistrict?

• **1 Person, 1 Vote:** Districts drawn 10 years prior to the current census may not represent an equal number of constituents, and are required to be redrawn due to shifts in population.

• **Local Redistricting** accounts for **growth patterns**, **communities of interest**, and to be used as the basis for the creation of **election geography**.

• **Municipal wards** are used to create **aldermanic**, **supervisory**, & **legislative** districts to aid voters & election officials.
Who is responsible for redistricting?

• Legislative Redistricting
  – Responsibility is given to the currently elected state legislators.

• Local Redistricting
  – County elected officials are responsible for Supervisory Redistricting
  – Municipal elected officials are responsible for Municipal Ward Creation
  – City elected officials are responsible for Aldermanic District Creation

• All municipalities with a population over 1,000 are required to create wards
  – Note: Smaller municipalities may also need to create wards depending on exceptions from Supervisory, Legislative or Congressional redistricting.
How does this impact clerks?

- Local Redistricting begins no later than April 1, 2021

- Census data must be used!
  - Section 3 State of the Wisconsin State Constitution
    https://docs.legis.wisconsin.gov/document/wisconsinconstitution/IV,3

- The Legislative Technology Services Bureau will provide the data & systems for all parts of local redistricting through WISE-Decade & WISELR

- New ward boundaries!
Overview of redistricting timeline

– 2020
  • **April 1, 2020**: Census Day!
  • Local Redistricting Pilot

– 2021
  • **April 1, 2021**: Delivery of PL 94-171 Redistricting Data
  • “Roadshow trainings”
  • Local Redistricting Begins
  • Legislative and Congressional Redistricting

– 2022
  • New Districts and Wards used in Fall General Election
Local redistricting is three step process

- **STEP 1 April 1st - June 1st**: Counties create tentative Supervisory Plan
  - Counties make tentative supervisory district plan
  - Counties have 60 days to complete this process

- **STEP 2 June 1st - August 1st**: Municipalities create wards
  - Municipalities create their wards with county’s tentative plan in mind
  - Municipalities have 60 days to complete this process

- **STEP 3 August 1st - October 1st**: County finalizes Supervisory Plan
  - County must finalize & adopt supervisory district plan
  - If adjustments are needed, this is municipalities opportunity to make changes in their previously passed ordinances
  - Municipalities that are required to do so must create aldermanic district plan
WISELR – a tool for local redistricting

- The Wisconsin Legislative Technology Services Bureau (LTSB) will provide **data & systems** for all parts of local redistricting through the WISE-Decade platform.

- WISE-Decade is online data collection application developed by LTSB

- Municipalities can use WISELR for drawing wards and aldermanic districts
WISELR – a tool for local redistricting
Wisconsin State Agencies

- Leg Technology Services Bureau
  Tony Van Der Wielen
  608-283-1817
  Tony.vanderwielen@legis.wisconsin.gov

- Leg Reference Bureau
  608-504-5802
  lrb.reference@legis.wisconsin.gov

University of Wisconsin-Extension

- Applied Population Laboratory
  Dan Veroff
  608-265-9545
  dlveroff@wisc.edu

- Local Government Center
  Daniel Foth
  608-265-2852
  daniel.foth@wisc.edu

Sample Dates & Locations for 2021 Redistricting Workshops

- Madison
  Wednesday, April 1
- La Crosse
  Wednesday, April 15

- Appleton
  Thursday, April 9
- Eau Claire
  Thursday, April 16

- Waukesha
  Friday, April 10
- Rhinelander
  Friday, April 17

State Redistricting Resources: https://legis.wisconsin.gov/ltsb/gis/wise-decade
Roles for Municipal Clerks
Clerk roles in 2020 Census & Redistricting

- Doing local redistricting
- Internet kiosks?
- Resources & Technical Expertise
- “Cheerleading”
- Other roles??

Complete Count Committees

2020 Census Portal
https://2020census.gov/en
2020 Census

Recruiting & Job Opportunities

Chicago Regional Census Center (RCC)

• Management
• Clerical
• Recruiting
• Information Tech
• Space / Leasing
• Administrative
• Partnership

For current job openings, visit 2020census.gov/jobs or call 855-JOB-2020 or if you have any questions, email us at chicago.rcc.recruiting@census.gov.
2020 Census

Recruiting & Job Opportunities

32 Area Census Offices (ACOs)
AR, IA, IL, IN, MI, MN, MO, WI

• Recruiting Assistants
• Office Operations Supervisors
• Office Clerks
• Census Field Supervisors
• Address Listers
• Census Enumerators / Takers

For current job openings, visit:
2020census.gov/jobs
2020census.gov/fieldjobs
or call 855-JOB-2020 or if you have any questions,
email us at chicago.rcc.recruiting@census.gov.
2020 Census

Who Should be Included on a CCC

*Partnership Specialist is advisor and Census liaison to CCCs*
2020 Census

Sample Topics for the CCCs

• How to reach **specific audiences**, such as Millennials, students, Seniors, businesses, and faith-based communities
• How to help **recruit** for Census Jobs
• How to use and engage with **Media & Social Media**
• How to **share, reinforce, and localize** the Census message
Community Outreach

Community/Immigrant Based Organizations, Cultural programs and Centers, Embassies, Consulates General and Faith-Based Institutions will be heavily utilized to assist with recruiting, language support, translation services and raising awareness within the linguistically isolated areas as well. Key partners like the Polish American Association, Chinese American Service League, MALDEF and the Arab American Association will be heavily utilized for translation and education services.
2020 Census

Hard-To-Count (HTC) Demographics

- Children (under 5yrs)
- College Students
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults (18-24yrs)
2020 Census

Census Data Tools

- 2010 Mail Participation Rate Map (MPR)
- **Low Response Score Map (ROAM)**
- Data Access Tools
  *American Community Survey (ACS), QuickFacts, Business Builder*
- Census Data Access Workshops
- Regional Data Specialists
2020 Census

2010 Mail Participation Rate Map (MPR)

2010 Census Participation Rates

<table>
<thead>
<tr>
<th>State</th>
<th>Rate</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>69%</td>
<td>38</td>
</tr>
<tr>
<td>Illinois</td>
<td>76%</td>
<td>11</td>
</tr>
<tr>
<td>Indiana</td>
<td>79%</td>
<td>3</td>
</tr>
<tr>
<td>Iowa</td>
<td>79%</td>
<td>3</td>
</tr>
<tr>
<td>Michigan</td>
<td>78%</td>
<td>5</td>
</tr>
<tr>
<td>Minnesota</td>
<td>81%</td>
<td>2</td>
</tr>
<tr>
<td>Missouri</td>
<td>74%</td>
<td>24</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>82%</td>
<td>1</td>
</tr>
<tr>
<td>United States</td>
<td>74%</td>
<td>NA</td>
</tr>
</tbody>
</table>

census.gov/censusexplorer/2010ratemap.html
2020 Census
Response Outreach Area Mapper (ROAM)

Low Response Score
- 30.0 to 49.1
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0.0 to 15.9
- Not Calculated

census.gov/roam
2020 Census
ROAM Low Response Score Area Map

Census Tract 28
Genesee County, Michigan

Low Response Score (%): 30.4

2012-2016 ACS 5-year estimates

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>2,596</td>
</tr>
<tr>
<td>Median Household Income ($)</td>
<td>18,728</td>
</tr>
<tr>
<td>Population Under 5 (%)</td>
<td>2.43</td>
</tr>
<tr>
<td>Population 18-24 (%)</td>
<td>31.24</td>
</tr>
<tr>
<td>Population 65 and Over (%)</td>
<td>5.20</td>
</tr>
<tr>
<td>Below Poverty Level (%)</td>
<td>59.40</td>
</tr>
<tr>
<td>Not High School Graduate (%)</td>
<td>22.44</td>
</tr>
<tr>
<td>Non-Hispanic, Black (%)</td>
<td>36.06</td>
</tr>
<tr>
<td>Non-Hispanic, White (%)</td>
<td>54.01</td>
</tr>
<tr>
<td>Hispanic (%)</td>
<td>1.35</td>
</tr>
<tr>
<td>American Indian or Alaska Native (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Asian (%)</td>
<td>2.43</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander (%)</td>
<td>0.19</td>
</tr>
<tr>
<td>Some Other Race (%)</td>
<td>0.31</td>
</tr>
<tr>
<td>Foreign Born (%)</td>
<td>4.74</td>
</tr>
<tr>
<td>No One in Household Age 14+ Speaks English &quot;Very Well&quot; (%)</td>
<td>2.05</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Spanish (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Russian (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Chinese (%)</td>
<td>0.36</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Korean (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Tagalog (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Arabic (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>1,022</td>
</tr>
<tr>
<td>Total Occupied Housing Units</td>
<td>684</td>
</tr>
<tr>
<td>Renter Occupied Housing Units (%)</td>
<td>78.80</td>
</tr>
</tbody>
</table>
Critical Next Steps

• Determine ways you can Partner for the 2020 Census
• Appoint a Census Liaison
• Help with Recruiting for Census Jobs
• Establish a CCC
• Formalize with Letter to Regional Director
• Determine CCC Membership
• Request CCC Training
Connect With Us

2020 Census Homepage  
census.gov/2020Census

Census Alerts  
public.govdelivery.com/accounts/USCENSUS/subscriber/new

2020 Census Memorandum Series  
census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html

American Community Survey  
census.gov/programs-surveys/acs/

Census Jobs  
2020census.gov/jobs or 2020census.gov/fieldjobs
census.gov/about/regions/chicago/jobs/all.html

uscensusbureau
Extra slides
Why do they ask all these questions?

American Community Survey
Housing: Question on Plumbing Facilities

Question as it appears in the questionnaire.

Does this house, apartment, or mobile home have –

a. hot and cold running water?  
   - [ ] Yes  
   - [ ] No

b. a flush toilet?  
   - [ ] Yes  
   - [ ] No

c. a bathtub or shower?  
   - [ ] Yes  
   - [ ] No

d. a sink with a faucet?  
   - [ ] Yes  
   - [ ] No

e. a stove or range?  
   - [ ] Yes  
   - [ ] No

f. a refrigerator?  
   - [ ] Yes  
   - [ ] No

g. telephone service from which you can both make and receive calls? Include cell phones.  
   - [ ] Yes  
   - [ ] No

Source: ACS-1(2009)KFI

MEETING FEDERAL NEEDS

Complete plumbing facilities are defined as hot and cold running water, a flush toilet, and a bathtub or shower. These data are essential components used by the U.S. Department of Housing and Urban Development in the development of Fair Market Rents for all areas of the country. Federal agencies use this item to identify areas eligible for public assistance programs and rehabilitation loans. Public health officials use this item to locate areas in danger of groundwater contamination and waterborne diseases.

Why is census data useful to communities?

• Helps tailor/target effective programs, strategies, and resource provision
  – Trends analysis and issue identification
  – Uncover hidden characteristics, assets, or deficits

• Helps with evaluations or assessments that provide the basis for planning and decision making

• Grant writing and other “making the case” activities

• Helps contextualize people in places of any size (nation to neighborhood)

• Can provide a framework for community input and participation
Redistricting Overview:

What can you do to prepare?

• Learn about the data & applications!
• Participate in the 2020 Local Redistricting Pilot!
• Get to know the people drawing the plans!
• Consider scheduling county/municipal board meetings in conjunction with their respective redistricting timeline!
• Have a plan...practice the plan...have a backup plan!
Redistricting Overview:

Principles of Redistricting

Equal Population (One person one vote)

- County Supervisory Districts +/- 10%?

- **Ideal District Population** = Total Wisconsin state population/99 assembly districts
  - Current Assembly districts all under +/-1%

- **Ideal District Population** = Total Wisconsin state population/8 congressional districts
  - These districts are currently at 0 or +/- 1 person

- **Reapportionment** = redrawing lines of the 435 congressional districts

![Table showing deviation from ideal population for Congress and Assembly districts]
**Redistricting Overview:**

**Measures of Redistricting**

**Geographic Measures**

- **Compactness** – *Area of a district* compared to the *area of a comparable circle*.
- **Complexity** – *Perimeter of a district* compared to the *perimeter of a comparable circle*. 
Contiguity & Community of Interest

- **Contiguity** = Districts must be made of contiguous areas
  - Congressional and Legislative redistricting: can be dis-contiguous if the whole municipality is included in the district.

Assembly example:
Not contiguous but is “okay” due to “community of interest”

Local Redistricting example:
Point contiguity is **not okay** for supervisory, ward, & aldermanic districts
So, what is a Census Block?

*And why do we care?*

- Census Blocks are bounded on all sides by:

  **Visible Features**
  - Streets
  - Roads
  - Streams
  - Railroad tracks

  **Invisible Features**
  - Local government boundaries (county, city, village, town)
  - Property Lines
  - Imaginary extensions of streets or roads

*Wards must follow block boundaries*
What is a Census Block (really)?
Data & Software:

WISE - Decade
April 1st, 2020:

Voluntary Redistricting Pilot Program

- Pilot for counties to go through redistricting process
- Municipalities do not have to participate but they can
- Will be a test of technology & business processes

Looking for county volunteers!
Redistricting Timeline:

2021

• On (or before) April 1st, 2021:
  – LTSB will receive U.S. Census P.L. 94-171
    • Typically arrives the second week of March
    • LTSB will load data into WISE-LR — Local Redistricting Begins!
      – We will notify all contacts in our records
        » **Importance of updated contact info in WISE-Decade**

• April 2021:
  – Redistricting Road Show
    • LTSB, LRB (Legislative Reference Bureau), APL (Applied Populations Lab) & Friends
      • Specific dates & locations TBD
Redistricting Timeline:

2021 continued...

• November 1st:
  – LTSB must have all data from County

• Legislature Begins Redistricting:
  – Municipal ward data reported to Wisconsin Legislature for Legislative redistricting
  – Congressional redistricting will be completed with census blocks
  – In 2011, State Assembly Districts were created with census block
    • In 2021, Assembly Districts will likely be drawn by ward
Redistricting Timeline:

2022

• General Election 2022:

  – First election with new districts
Census Geographic Hierarchy

Standard Hierarchy of Census Geographic Entities

NATION

REGIONS

DIVISIONS

STATES

Counties

Census Tracts

Subbarrios

Voting Districts

Traffic Analysis Zones

County Subdivisions

School Districts

Congressional Districts

Economic Places

ZIP Code Tabulation Areas (2000)

Urban Areas

Metropolitan Areas

Oregon Urban Growth Areas

State Legislative Districts

Alaska Native Regional Corporations

Places

AIANA/HHL* (American Indian Areas/Alaska Native Areas/Hawaiian home lands)

Block Groups

Census Blocks