

Help the City of Madison Shape Our Future With the 2020 Census

What is the Census?

The Census is a count of all people living in the United States and is mandated by the Constitution to occur every 10 years. The count will begin in mid-March of 2020.

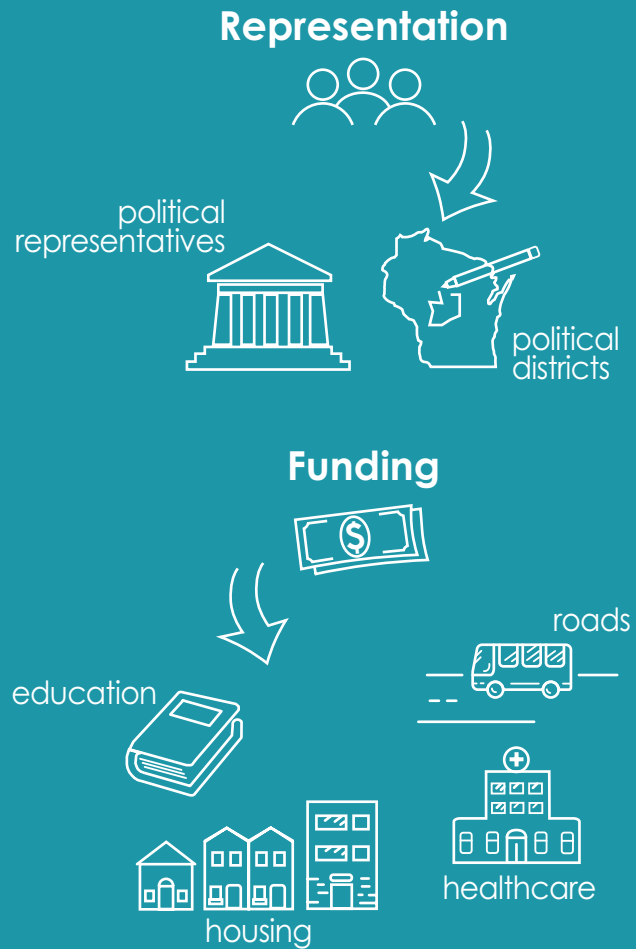
Why is it important?

Representation. Local, state, and federal legislative district boundaries are based on the census count. Everyone living in the US (not just citizens or voters) must be counted to ensure equal representation at all levels of government.

Funding. Census counts affects state and federal funding for our community for the next decade. The Census Bureau estimates that distribution of over \$675,000,000,000 in annual federal funding is dependent on the census count. Every person who is not counted may result in a loss of over \$2,000 in funding per year.

What will the City of Madison do?

- Form a Complete Count Committee to assist City staff in increasing residents' participation, with a specific focus on historically undercounted populations.
- Host events to encourage residents to complete their Census forms.
- Raise awareness by coordinating with local organizations and local media.
- Encourage City residents and organizations to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation.
- Maintain a City of Madison Census webpage to include FAQs, sample Census questionnaires, and other resources.



You can help

You are the expert - we need your ideas on the best way to make sure everyone in our community gets counted. Please contact us if you have ideas or want City staff to come speak with your group.

What can I do?

- Spread the word
- Talk with the groups and networks you're involved in about why it is important to complete the census
- Encourage others to fill out their form
- Fill out your census form in March of 2020



Questions or comments?

Contact Ben Zellers, Milena Bernardinello,
or Linda Horvath

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