

**2018 RES-267** states that Dane County will coordinate with municipal committees, and will focus geographically outside of Madison. The goals of the Dane County 2020 Census Complete Count Committee (CCC) are to

- Ensure an accurate count of every resident.
- Ensure an accurate count of most likely undercounted communities,
- Achieve a high return of online, phone, and mailed Census surveys,
- Make every resident aware of the Census, and
- Make every resident aware that the information they provide for the Census is kept in complete confidence.

The Dane County CCC consists of community leaders from throughout Dane County, particularly those representing historically undercounted individuals including the homeless, young children, and the Latino and Hmong population. The CCC contains representatives from the Urban League of Greater Madison, Joining Forces for Families, the Dane County Board of Supervisors, the UW System, the City of Sun Prairie, the Homeless Consortium, the Dane County Towns Association, Kids Forward, and the Hmong Institute.

Census day is April 1st, 2020, and non-response follow-up begins in May. Apportionment counts are delivered to the President on December 31st and by March 31st redistricting summaries are delivered to the states

Dane County Complete Count Committee (CCC) Work Plan

Objectives	Actions Activities	Who
Increase count of Dane County residents, focusing on townships and small cities and villages	Distribute Census promotional materials to towns via, tax bill inserts, posters and other customized Census materials. City planning staff provided us with templates of what they used. Representatives from different organizations and communities will share infomation via their networks (newsletters, etc.)	Dane County Planning staff & Dane County Towns Assoc., and individual towns. The Dane County Treasurer included samples of the insert during the annual Clerk training, and will include them in the materials we provide to towns during tax time. Consider rotary and Optimist Club, and local Chambers of Commerce
Increase count of hard to count (HTC) populations in Dane County, focusing on townships and small cities and villages	Work with related organizations including Area Agency on Aging (AAA) focal points, Hmong Institute, WI Dept pf Heath & Human Services (Mendota Mental Health & Wisconsin Center), south central library service, local libraries, Joining Forces for Families (JFF) sites, to develop materials or information for outreach efforts. Also, Second Harvest (food pantries), and community centers.	CCC members and their associated organizations and communities with assistance from Dane County staff. Reach out to Vet Services, Farmer's Union, Farm Bureau, Exact Sciences, EPIC, and African American Council of Churches (AACC) and WI Council of Churches
Assist in recruitment for Census jobs	CCC members take informaiton to their respective groups. Also reach out to groups to other entities including: YMCA, libraries, faith organizations, and veterans organizations. Deadline for aplications is 2/3/2020.	Dane County Planning staff works with staff at the Dane County Job Center. Committee members sharing job fair information (ex. Urban League events). Census provides staff to attend various events. County staff will ssist with recruitment located in the CCB

Tasks completed so far

- Customized rural focused materials
- I Count buttons and stickers in English, Spanish and Hmong
- Focal point directors provided with materials
- Census materials provided in all tax bills
- Met with Dane County job center staff to promote Census jobs
- Sent buttons and stickers to outreach workers to public health home visit staff
- Aging & Disability Resouce Center (ADRC) staff shared Census outreach materials to Focal Point Directors and has provided articles in newsletters
- Urban League job fair included Census jobs