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**2018 RES-627**  
**ESTABLISHING THE DANE COUNTY 2020 CENSUS COMPLETE COUNT**  
**COMMITTEE**

13 The United States Constitution requires a census of the population every ten years. The  
14 U. S. Census counts people of all ages, races, ethnic groups, and citizens and non-  
15 citizens. Population totals from the decennial Census determine the number of seats  
16 each state has in the United States House of Representatives and are used to redraw  
17 state legislative districts, county supervisory districts, and municipal aldermanic districts.  
18 Census information is also used to determine the appropriation of approximately \$675  
19 billion in federal funds for state and local programs.

20 Earlier this month, the U.S. Census Bureau announced its communications campaign  
21 platform, "Shape your future. START HERE." In 2020, for the first time the U.S. Census  
22 will make self-reporting available online. Phone and paper surveys will continue.

23 The Complete Count Committee is a group of diverse community leaders appointed by  
24 the County Executive for the purpose of developing and implementing a comprehensive  
25 2020 Census awareness campaign in partnership with the U.S. Census Bureau.  
26 Communities throughout the country have begun forming these committees, including  
27 the cities of Madison and Middleton. Dane County will coordinate with municipal  
28 committees, and will focus geographically outside of Madison. Additionally, the county  
29 will identify areas with a low initial response for the 2010 census and will focus on  
30 improving the response for 2020.

31 The goals of the Dane County 2020 Census Complete Count Committee are to:

- 32 • ensure an accurate count of every resident,
- 33 • ensure an accurate count of most likely undercounted communities,
- 34 • achieve a high return of online, phone, and mailed Census surveys,
- 35 • make every resident aware of the Census, and
- 36 • make every resident aware that the information they provide for the Census is  
37 kept in complete confidence.

38 NOW, THEREFORE, BE IT RESOLVED that Dane County recognizes the importance of  
39 the 2020 Census and, to guarantee the most accurate count of county residents as  
40 possible, hereby establishes the Dane County 2020 Census Complete Count  
41 Committee.

42 BE IT FURTHER RESOLVED that the Dane County Executive appoint the Dane County  
43 2020 Census Complete Count Committee consisting of community leaders from  
44 throughout Dane County, particularly those representing historically undercounted  
45 individuals including the homeless, young children, and the Latino and Hmong  
46 population.

47 BE IT FINALLY RESOLVED that staff support to the Dane County 2020 Census  
48 Complete Count Committee be provided by the Department of Planning and  
49 Development.