



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Census 2020 Complete Count Committee

Monday, May 4, 2020

1:00 PM

Remote Meeting via link

In an effort to keep members of the public, City staff and Council Members as safe as possible from the spread of COVID-19, the Census 2020 Complete Count Steering Committee meeting will be conducted through video conferencing.

The meetings can be accessed through the following link:

<https://stream.lifesizecloud.com/extension/1271327/e7506959-fe5d-44ac-805c-9016fb33bd90>

Call to Order

The meeting was called to order at 1:00pm.

Present: 6 - Phillip A. Ostrem, Hetti Brown, Scott Rada, Michael Slevin, Mark Solyst, Pamela Strittmater

Excused: 4 - Leah Durnin Hoover, Julie McDermid, Tony Yang, Tiffany Olson

Approval of Minutes

1. Approval of the March 3, 2020 Meeting Minutes.

Hetti Brown moved to approve the minutes. Michael Slevin seconded. The motion passed 6-0 by voice vote.

Agenda Items:

2. Update on State and County Census response.

Lisa Kilmer provided an update on Census response rates. The United States as a whole is at a 56% response rate. Wisconsin is #2 in the country at a 68% response rate. La Crosse County is at a 66.9% response rate. The City of La Crosse is at a 61.4% response rate. Lisa stated that there are some areas in the City that are in the low 40 percentile for response rate. These numbers are by Census Tracts and are roughly bounded by the Mississippi River to the West, Jackson St to the South, West Ave, Pine St, Campbell Road, and the La Crosse River Marsh to the north.

3. Update on City of La Crosse Census Efforts. (Census Rep & Steering Committee)

Lisa stated that she has been in contact with Michael Slevin at UWL and individuals from Viterbo and WTC to continue to reach students through email and other forms of communication to make sure they fill out their Census form using their La Crosse school address. Lisa also stated that the self-response period has been extended to October 31st.

Tim Acklin stated that the Housing Authority has several buildings within the low response area that we can reach out to.

Hetti Brown stated that we could make connections with the area food partners such as WAFER, Huger Task Force, etc. We could put information in their bags for outreach.

Phil Ostrem suggested we work with the LNCI and Next Door to get information to the neighborhoods. Phil stated to send him information and he would take it to them.

Tim Acklin stated that he gave several interviews with the media and was working with the School District to hand out flyers and water bottles with their lunch program. Lisa Kilmer also stated that she is sending them more water bottles.

Lisa Kilmer stated that she was talking with the Library Director about handing out Census information to those checking out books with their curbside service.

Hetti Brown stated that we could reach out to the Immigration Task Force and will reach out to Jane on how we can do that.

Lisa Kilmer stated that we could start a write-in effort to the newspaper about the importance of the Census.

Mark Solyst stated that he has been providing information to the other church leaders to pass along at their worship services. He was not sure how effective that has been. Mark also asked if their yard signs that we could provide to promote the Census. Lisa Kilmer stated that there are only signs to promote jobs.

Scott Rada asked if the effort to promote and hire people for the Census jobs has been put on hold. Lisa Kilmer stated that it has not been put on hold, just pushed back. They are still hiring though.

Hetti Brown stated that with the homeless shelters on lockdown, now might be a good time to count. Lisa Kilmer stated that she would pass the word along but Census workers were not allowed to go out to count right now.

Lisa stated that there is still opportunity to have Census materials and items sent to us for events.

Pam Strittmater asked how we can do more to get college students to participate. Tim Acklin stated that he would reach out to a recent college grad working in the Planning Department for ideas.

4. Discussion on continuing efforts by the Steering Committee.

See minutes for previous item.

5. Next Steps. June meeting?

There was consent that the Committee have a meeting on June 1, 2020.

Adjournment

The meeting was adjourned at 2:05pm.

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.