

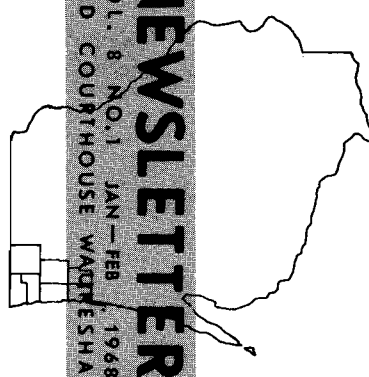
## THE 1970 CENSUS

In 1970 the United States Census of Population and Housing will differ in three major respects from all previous federal census programs. The first major difference concerns the method of enumeration. Since 1790 the decennial census of the United States has been conducted through the use of enumerators who personally contacted each household in the nation and asked certain questions regarding the population characteristics of the household, such as the number of persons in the household, their ages, occupations, and educational attainment. In 1970 the census for the first time will be conducted by postal questionnaire in urban areas.

The Bureau of the Census of the U. S. Department of Commerce, which is responsible for conducting the census, has, during the last several years, been testing various methods of enumerating, coding, accumulating, and publishing census data more accurately and more expeditiously. The results of these tests have led to the adoption of a mail-out/mail-back technique for the 1970 Census questionnaire. Because of the lack of complete mailing address systems in areas outside the urbanized areas of the nation, the mail-out/mail-back technique will be used only in areas served by "city-type" mail delivery. As in the past, enumerators will be used in the rural areas of the nation. The U. S. Bureau of the Census believes that the new method of enumeration in urbanized

# SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

NEWSLETTER  
VOL. 8 NO. 1 JAN - FEB 1968  
OLD COURTHOUSE WAGNER, WIS.



## THE 1970 CENSUS—continued

---

areas will result in a better enumeration for several reasons. First, the mail questionnaire will provide the entire family with an opportunity to participate in its completion, rather than simply the person answering the door—who may be the least informed member of the household—when the enumerator calls. Second, the mail questionnaire method will remove the influence of the enumerator from the answers to the questions.

To accomplish the mail-out/mail-back census, two major requirements had to be met within each urbanized area: 1) a complete mailing register had to exist, and 2) a computer-based system of geographic coding had to be developed. The mailing register, or detailed list of specific addresses, was purchased by the Bureau of the Census from city directory publishers and from large advertising agencies having national mailing lists. The preparation and review of a computer-based geographic address coding guide, however, would have been a difficult task for the Bureau of the Census to undertake on a centralized basis. Therefore, in the preparation of the geographic address coding guides, the Bureau decided to utilize local coordinating agencies who would have more knowledge of, and accessibility to, local street naming and house numbering systems. Since the address coding guides would have to cover the central cities, as well as the surrounding urban areas served by city-type mail delivery, the Bureau of the Census sought the cooperation of metropolitan or regional agencies in the preparation, thereby achieving greater standardization in the procedures for verifying, correcting, and updating the census maps and geographic coding system throughout the country.

Since one of the principal functions of the Southeastern Wisconsin Regional Planning Commission entails the collection, analysis, and dissemination of basic planning and engineering information on a uniform, areawide basis, it was a logical extension of Commission policy to agree to cooperate with the U. S. Department of Commerce, Bureau of the Census, when that agency sought assistance of the Commission in the

## THE 1970 CENSUS—continued

---

review of the maps and geographic address coding guides for the Kenosha, Racine, and Milwaukee urbanized areas.

During the summer of 1967, the Regional Planning Commission reviewed the Census Bureau maps for the southeastern Wisconsin area. These maps covered portions of Kenosha, Racine, Ozaukee, Washington, and Waukesha counties and all of Milwaukee County. The Commission review of these maps entailed accuracy checks on the existence of streets, the substantiation of the location of municipal boundary lines, and the mapping and field-checking of certain readily identifiable landmarks. These maps were then returned to the Census Bureau so the additions and corrections could be incorporated into the census maps. Copies of these detailed maps, showing all public streets and certain major landmarks, as well as municipal corporate limit lines, congressional districts, ward boundaries, census block numbers, and other related information, will be filed with the Commission after the 1970 Census.

The second major difference in the 1970 Census over previous federal census programs concerns the anticipated time which will be required before the census data will become available for use. In past census programs, two to three years were commonly required before detailed information collected in the census could be obtained from the Bureau of the Census for various purposes. In 1970 it is anticipated that desired information will become available much more rapidly than before.

The third major difference in the 1970 Census programs concerns the ready availability of the census data by special small geographic areas. Because of the advance preparation of the detailed maps and the corresponding computer-based geographic guide to address ranges of households, it will become possible to request 1970 Census data for small geographic areas of almost any size or shape; and, subject only to Cen-

## THE 1970 CENSUS—continued

---

sus Bureau disclosure rules, it will be possible to answer such requests in a very short period of time. For example, information about the population size, composition, or distribution will be quickly available for areas such as school districts, police precincts, market areas around existing or proposed shopping centers, or any other geographic area that can be delineated on the census maps. This type of special tabulation will be available in addition to the census data which is normally published by the Bureau.

The address coding guide, along with other census material, such as tract maps, will also serve to make the 1970 Census data useful to many agencies other than the usual census data users. For example, a dispatcher for a trucking firm or the delivery department of a department store may find the census data useful in preparing truck routings. A bank or department store may find the address coding guide useful for plotting the location of customers. The address guide should also be extremely useful to market research agencies and other similar groups.

The 1970 Census will be conducted in early April. Each household in the urbanized area of the Region will receive a detailed questionnaire to be filled out and returned through the mail to the Bureau of the Census. Households which have not responded within a reasonable time will be recontacted by a Census Bureau enumerator, who will assist them in filling out the questionnaire. It should be emphasized, in this respect, that the Census Bureau adheres to very stringent rules on disclosure of information which they collect. There is no chance that any published census information can be traced to an individual household or even to a small group of households. The continued value of the census lies in the Census Bureau's ability to assure respondents of this nondisclosure policy.

## COMMUNITY ASSISTANCE PROGRAM

---

Regional planning as conceived by the SEWRPC has three principal functions: 1) to conduct areawide research, 2) to prepare an advisory plan for the physical development of the Region, and 3) to provide a center for the coordination of the planning and plan implementation activities of the various levels and units of government operating within the Region. A limited community assistance program was established shortly after the creation of the Commission as an integral part of the regional planning effort. While actively engaged in conducting the first two functions of extensive areawide research and preparation of the first elements of a comprehensive plan for the physical development of the Region, the community assistance program was, of necessity, limited by the Commission to assisting local public officials in the establishment of local planning agencies; to extending the basic planning and engineering data being collected in the regional inventories, as it became available, to local officials for use in local planning and plan implementation efforts; and to encouraging good local planning and development programs, all looking toward the eventual need for regional plan implementation through local efforts when elements of a regional plan were completed.

This initial community assistance program was carried out in several ways. One way consisted of extending, upon request, functional or procedural guidance and advice to local officials on planning and development problems. Such guidance and advice was limited to matters not requiring a framework of regional plans for sound resolution. Another way involved the preparation of planning guides which could be used by local public officials to carry out their day-to-day planning functions. To date, four such guides have been prepared by the Commission. They are: a Land Development Guide; an Official Mapping Guide; a Zoning Guide; and an Organization of Local Planning Agencies guide. Two additional guides are being prepared, one dealing with shoreland and flood plain regulation and one with the use of soils data in planning and plan implementation. All of the guides contain model ordinances and procedural forms, as well as discussions of the basic concepts and prin-

## COMMUNITY ASSISTANCE PROGRAM—continued

---

ciples involved. A third way consisted of the dissemination of news about local and regional problems through regional planning conferences, local planning workshops, and newsletters.

The limited community assistance program operated under a formal policy statement adopted by the Executive Committee of the Commission on November 5, 1962. That statement declared the intent of the policy to be: to provide local assistance during an interim period during which regional plans were being prepared and further declared that the "policy should be reviewed and revised when a regional framework of plans providing a broader basis for advisory services becomes available."

Within the last year and one-half, several key elements of a comprehensive plan for the physical development of the Region have been completed and adopted by the Commission. These plans provide the framework around which local plans can now be intelligently formulated. These regional plan elements include the Root River Watershed Plan, adopted in September 1966, the Regional Land Use Plan, adopted in December 1966, and the Regional Transportation Plan, also adopted in December of 1966. In addition, a comprehensive plan for the Kenosha Planning District has been completed; and the Fox River Watershed Plan is nearing completion.

In addition to the completion of these plan elements, several other events have occurred which the Executive Committee felt necessitated a review of its initial community assistance policy. One of these was the designation of SEWRPC by the U. S. Department of Housing and Urban Development as the local review agency for all federal grant programs within the Region except those relating to urban renewal and schools. Another event was the increased number of requests received by the Commission from constituent local units of government for services beyond the scope of the limited policy of functional guidance and advice. These additional requests have come as a result of the availability of the regional plan elements adopted to date.

## COMMUNITY ASSISTANCE PROGRAM—continued

---

In light of these factors and events, the Executive Committee of the Commission requested the Planning and Research Committee to review and revise the community assistance policy. After a preliminary draft of a revised policy statement had been agreed upon, the Planning and Research Committee held a public hearing to augment its deliberations on this important matter. The views of private planning and engineering consulting firms on the policy statement were particularly sought. As a result of the hearing, several important changes were incorporated into a revised community assistance policy statement. This revised statement was again carefully reviewed at a joint meeting of the Executive Committee and the Planning and Research Committee on January 8, 1968, and unanimously adopted. Copies of the revised policy statement may be obtained on request from the Commission offices.

The revised policy statement provides for a modestly expanded community assistance program. In addition to the services previously provided, the Regional Planning Commission will prepare, for member local units of government upon request, detailed planning studies, plans, and plan implementation devices. The preparation of such detailed planning studies, plans, and plan implementation devices will be undertaken only when the assistance provided is within the established staff resources and capabilities of the Commission and when that assistance will contribute to implementation of the adopted regional plans. The expanded program also provides for part-time resident staff assistance. The provision of such part-time staff assistance by the Commission, however, is to be an interim measure until such time as the local unit of government requesting the assistance can obtain a full-time local planning staff. The full cost of these additional services must be borne by the local governmental unit making the request.

The community assistance services may not include such services as the preparation of site development plans or the preparation of preliminary or final architectural or engineering plans and specifications for

## COMMUNITY ASSISTANCE PROGRAM—continued

---

buildings, structures, transportation facilities, public utility facilities, or other community facilities. The Commission, in the policy statement, recognizes the important role of private planning and engineering consulting firms in all aspects of planning and plan implementation within the Region and reiterates its intent to continue to recommend to local units of government the use of such firms wherever appropriate and feasible, even as the Commission utilizes the services of such firms in its own work.

## SEWRPC NOTES

---

### SEWRPC ELECTS OFFICERS

Dr. Henry J. Schmandt, Chairman of the Commission Nominating Committee, announced the results of the Commission election of officers for 1968 held at the December 7, 1967, quarterly meeting. The newly elected officers are: Mr. George C. Berteau, Kenosha County, who was re-elected to his seventh term as Chairman; Mr. Arthur E. Weiner, Washington County, Vice-Chairman; Mr. Garth E. Seehawer, Racine County, Secretary; and Mr. Mervin L. Brandt, Waukesha County, Treasurer.

In accordance with the Commission Bylaws, the Executive Committee for 1968 was also elected at the December meeting. It will consist of the four elected officers and: Mr. James F. Egan, Ozaukee County; Mr. Eugene Hollister, Walworth County; Mr. Milton F. LaPour, Racine County; Mr. Richard W. Cutler, Milwaukee County; and Mr. Joseph A. Schmitz, Washington County.

### Standing Committees Names

Following the election of officers and Executive Committee, Chairman Berteau announced committee appointments to the three standing committees of the Commission for 1968. The appointments are:



## SEWRPC NOTES—continued

---

### Administrative Committee

Mr. Milton F. LaPour, Chairman, Racine County; Mr. Joseph A. Schmitz, Vice-Chairman, Washington County; Mr. Mervin L. Brandt, Waukesha County; Mr. Lyle L. Link, Waukesha County; Judge John D. Voss, Walworth County.

### Intergovernmental and Public Relations

Mr. Eugene Hollister, Chairman, Walworth County; Mr. John P. Murphy, Vice-Chairman, Milwaukee County; Mr. George C. Berteau, Kenosha County; Mr. Ray F. Blank, Ozaukee County; Mr. Mervin L. Brandt, Waukesha County; Mr. Jacob Kammerzelt, Kenosha County; Mr. Joseph A. Schmitz, Washington County; Mr. Garth R. Seehawer, Racine County.

### Planning and Research Committee

Mr. James F. Egan, Chairman, Ozaukee County; Mr. Ray Schmidt, Vice-Chairman, Walworth County; Mr. George C. Berteau, Kenosha County; Mr. Richard W. Cutler, Milwaukee County; Dr. Carlton M. Herman, Washington County; Mr. Lyle L. Link, Waukesha County; Mr. Maynard W. Meyer, Waukesha County; Dr. Henry J. Schmandt, Milwaukee County.

### COMMUNITIES REJOIN COMMISSION

The Town of Dover in Racine County elected to become a fully participating member of the SEWRPC on January 8, 1968, by a unanimous vote of its governing body. Through this action the Town of Dover thus became the tenth community to rejoin the Commission from among the ten communities which originally elected to withdraw from the Commission during the first 90 days after the Commission was created in 1960.

SEWRPC NOTES—continued

---

The Village of North Prairie on December 14, 1967, and the Town of Delafield on January 15, 1968, also elected to rejoin the Commission and become participating members in its work programs by unanimous votes of their governing bodies. Both of these communities, along with three others, withdrew their support subsequent to the initial 90-day withdrawal period. Of the 143 local units of government in the Region, only the towns of Vernon and Waukesha in Waukesha County and the Village of West Milwaukee in Milwaukee County are not now members of the SEWRPC and active participants in its work programs.

The Commission notes with deep regret the untimely death of Mr. James E. Bradley, Data Processing Manager for the Commission since 1963. Mr. Bradley was fatally injured in an automobile accident on December 22, 1967, and died on January 1, 1968. Mr. Bradley is survived by his wife and five children, who live in Menomonee Falls.

## QUESTION BOX

---

### WHAT IS THE PURPOSE OF CONDUCTING A FEDERAL CENSUS EVERY TEN YEARS?

The primary purpose for the federal decennial census, as set forth in the United States Constitution, is to provide the basis for the apportionment of Members of the House of Representatives among the several states. In accordance with this provision for a decennial canvass of the population, the first census enumeration was made in 1790. From 1790 until 1900, the census was conducted completely with part-time personnel. In 1902 the Bureau of the Census was established as a permanent agency of the Federal Government and charged with the responsibility for the decennial census and for compiling statistics on a wide range of related subjects, such as manufacturing and agricultural production, employment, and product distribution, and on commercial employment, sales, and levels of service.

The census of population and housing has in the past entailed a house-to-house enumeration wherein each person is counted as an inhabitant of his usual place of residence; that is, the place where he lives and sleeps most of the time. Over the years the questionnaire utilized in the census of population has been expanded to include a great deal of information useful to business and industry, as well as government, in providing services to the people of the nation. Information on the population size or the number of persons in a given area or community is, of course, essential to properly provide certain services, such as police and fire protection. Information on the composition of the population, including age levels, educational attainment, family size, and income levels, is needed to assist in planning for educational needs and for such community services as parks and libraries. Information on the distribution of the population, including density levels, is needed to guide public and private investment in transportation, sewerage, water supply, power, and communications systems, and in major commercial and industrial plants.

QUOTABLE QUOTE.....

"There is growing evidence today that the magic of science is engaging on a global scale in the kind of fumbling that got the sorcerer's apprentice into trouble. It has become trite to list and expound on the wonders of science. But what of some of the long-term consequences of these so impressive wonders? The effects which modern science and technology are having on the environment are extremely complicated and, in certain ways, very dangerous.

"Much has been written in recent times on the arrogance of power. Its evil effects are not hard to find today. In the not-so-very-long pull, a different arrogance threatens to bring mankind to the verge of extinction. This arrogance of ignorance could solve the population problem in a way none of us would like by making the environment incapable of maintaining human life. It centers around a disturbing symbiosis: a failure to apprehend the consequences of vast technological power teamed with profound ecological ignorance."

Robert C. Cook  
Science and Technology  
or the Sorcerer's Apprentice

SOUTHEASTERN WISCONSIN REGIONAL  
PLANNING COMMISSION

Old Courthouse  
P. O. Box 769  
Waukesha, Wisconsin  
53186

Phone: 542-8083

Kurt W. Bauer  
Executive Director

RETURN REQUESTED

BULK RATE  
U. S. POSTAGE

PAID 3 3/5 ¢

WAUKESHA, WIS.

PERMIT NO. 645