Request for City Council Committee Action from the Department of Community Planning and Economic Development

Date: August 13, 2009

To: Council Member Lilligren, Chair
Committee of the Whole

Referral to: None

Subject: Status Report on Recent Activities Related to the 2010 Census

Recommendation:
a. Receive and File: 2010 Census Activities Status Report

Previous Directives: Approval of $100,000 in 2009 budget for 2010 Census preparations; authorization of Mayor and Council President to appoint Complete Count Committee members; authorization of contract with U of M/Center for Urban and Regional Affairs to coordinate outreach and education efforts.

Department Information

Prepared by: Jeff Schneider, CPED Manager, Special Projects and Research	673-5124
Approved by: Chuck Lutz, CPED Deputy Director _____	673-5196
Presenters in Committee: Jeff Schneider	

Financial Impact
- No financial impact: action is within 2009 Budget

Community Impact
- Neighborhood Notification: Along with many other stakeholder groups, all neighborhood organizations will be notified of various Census preparation opportunities as part of the outreach process

Supporting Information

The purpose of this report is to provide the committee with an update of recent activities regarding the 2010 Census. During the second quarter, several developments occurred:

- the City's Complete Count Committee was named and began meeting monthly
- CURA began its contracted role as coordinator of the City's Census outreach campaign
- Outreach activities began: Census material was distributed at a number of summer events, e.g. Twin Cities Pride, the Northeast Parade, Juneteenth, the

  Annual Minneapolis PHA High Rise Council Volunteer Recognition Picnic, the Stone Arch Bridge 4th of July Celebration, and various National Night Out events. [see attached flyer]
- The City established a new 2010 Census web page to help supplement our local publicity efforts and report on the activities of the City's Complete Count

Committee [CCC]. Committee agendas and meeting summaries are posted on this site, which is maintained by City Communications staff.

- City staff are coordinating efforts internally and with other local units of government:
  - Staff from Communications, Civil Rights, Neighborhood and Community Relations, Park Board, Library Board, Hennepin County Research and Planning and CPED are meeting monthly to share information and coordinate efforts. Staff are currently reviewing potential sites for "Questionnaire Assistance Centers" and "Be Counted Sites," which are locations where Census information and assistance will be made available during the peak Census time next spring.
  - City staff is also meeting regularly with Hennepin County, St Paul, Ramsey County, the State Demographer's Office and several of the statewide ethic complete count committees to coordinate various aspects of the education and outreach campaign, e.g. establishing metro-wide local media strategies.
  - Met with Census staff about local Census hiring to discuss the need for hiring culturally competent staff and to offer the assistance of the City's network of employment and training vendors to assist in hiring and promotion of Census workers.
  - On August 20th, CPED will be hosting two meetings with national Census media campaign staff Raul Cisneros, who heads the 2010 Census Publicity Office: one meeting with local government communications staff and a second meeting with the Minnesota Multi-Cultural Media Consortium.
- The federal Census advance effort continues to gear up:
  - Census staff completed its canvassing of city addresses to verify the accuracy of its address files. Later this year, they will provide the City with an opportunity to review the file before Census address labels are finalized.
  - The Kansas City Regional Census office announced the location for its Minneapolis administrative office, to be opened this fall: 123 North 3rd Street in the Colwell Building. They are in the process of hiring a manager and staff for this office.
  - The Census Bureau has been hiring additional outreach staff to work in the metro area and throughout the state. Currently there are over 30 Census staff based in Minnesota. Plans are to hire over 1,000 workers this fall for next spring's "non-response follow-up" effort.
  - The Census Bureau has established a "Partnership Support Program" to help support outreach and promotional efforts with 2010 Census Partners in their communities. PSP objectives include effectively reaching a wide audience of hard-to-count groups and providing valuable resources that further the census efforts. Thus far over 20 Minneapolis groups have applied for these funds; interested groups can contact Hannah Garcia at 612-625-2497 FFI.

The Minneapolis Complete Count Committee

At the core of the city's outreach effort is the Minneapolis Complete Count Committee (CCC). Appointed by the Mayor and Council in early May, the group began meeting on May 19, and established a monthly meeting schedule on the 3rd Tuesday evening in various community locations. Thus far, the CCC has met three times: May 19 at City Hall, June 16 at Shiloh Temple,

and July 21 at the Dar Al-Hijrah Islamic Civic Center on the West Bank. The group's August 18th meeting will be held at the Minneapolis Urban League. At its second meeting, the Committee approved the following mission and vision statements:

- **Mission:** To lead a city-wide outreach campaign in our communities to ensure that <u>everyone</u> in Minneapolis is counted in the taking of the 2010 United States Census.

- **Vision:** To build trust around the census and ensure that each Minneapolis neighborhood and community feels that they matter, were represented, and that Census activities targeted them.

It also set a goal to insure that all city residents hear about the census at least eight times by April and to have reached people at least once by the end of August. The group is currently developing an overall 'action plan' and setting up five sub-committees to involve the following stakeholder groups: Media, Faith, Community, Youth & Education, Business, and Government.

The group is led by co-chair Sarah Hernandez of the McKnight Foundation and staffed by Hannah Garcia from CURA. Both will be available at the meeting to talk further about the committee's efforts.

Minneapolis 2010 Census

"The census is important to our community because we count. It's not only our vote that counts, but our actions and our plans for the future that count. Be a part of the future, be a part of the census." – V.J. Smith, MADDADS

Answer the 2010 Census!

The form will arrive by mail to your home in March. When you receive the form, just answer the 10 simple questions and return it by mail.

What is at stake?

The population count determines everything from your community's power in Washington to the funding for your schools, housing, jobs, businesses, and government services.

If you are not counted, your community will be left out!

For questions about the 2010 Census in Minneapolis
or to get involved contact:

Hannah Garcia
(612) 625-2497
garci398@umn.edu

www.ci.minneapolis.mn.us/2010census/
- or - www.census.gov/2010census

"Having a good count means more than just having a new population number on a sign—it has real impacts on our community. Getting a complete count means we are better able to build a city that works for everyone and takes care of all those who need help."

- Mayor RT Rybak

What You Need to Know about the 2010 Census

The Census: A Snapshot

- The U.S. Constitution requires a national count of everyone once every 10 years. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

It's in Our Hands: Your Participation in the 2010 Census Matters

- Every year, more than $300 billion in federal funds is awarded to states and communities based on census data. That's more that $3 trillion over a 10-year period.
- Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.

Completing the 2010 Census Questionnaire: Simple and Safe

- The 2010 Census questionnaire asks only ten simple questions of each person—name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple questionnaire takes just a few minutes to complete and return by mail.
- Your information is safe! Federal law protects the personal information you share during the census. By law, the Census Bureau cannot share an individual's answers with anyone, including landlords and welfare and immigration agencies.

2010 Census Timeline: Key Dates

Fall 2008	Recruitment begins for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address list nationwide.
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February – March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April – July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.