



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

**Date:** November 12, 2009  
**To:** Council Member Lilligren, Chair  
Committee of the Whole  
**Referral to:** None  
**Subject:** Quarterly Status Report on 2010 Census Activities

**Recommendation:**

- a. Receive and File

**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**

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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. The third quarter saw an increase in activities by most Census stakeholders: our local [Complete Count Committee](#), more collaboration with Hennepin County, St Paul, and Ramsey County, and a growing presence by federal Census staff in Minneapolis.

- o the City's **Complete Count Committee** continued its monthly meetings, and gained a new co-chair: Saeed Fahia from the Confederation of Somali Communities in Minnesota. Meetings continued to be held in several community locations, including the Minneapolis Urban League [August], Midtown Global Market [September] and Eastside Neighborhood Services [October].
- o Key portions of the City's [2010 Census web site](#) were translated into 6 languages: Spanish, Hmong, Somali, Oromo, Laotian, and Vietnamese; also, new content was

added, such as a piece prepared by the State Demography Center on [Snowbirds and the Census](#).

- o **Outreach activities continued**, with Census material distributed at a number of late summer/early fall events. Highlights for recent months are as follows:

#### Planning

Created six month plan for each "Hard To Enumerate" [HTE] community with key objectives by time period:

- Nov-Dec: Partnership building with community groups; create resources for community partners (toolkits, PSP funding, fliers), build media awareness, and recruit volunteers
- Jan-Feb: Community meetings, create strong media presence, volunteer recruitment
- March: Large events and meetings, door-to-door outreach, large media presence
- April - May: Follow up to target low response areas with outreach and media.

#### Public Events

- National Night Out: reached over 8,000 people across the city
- EID Festival: 20,000 people in Cedar-Riverside
- Census discussions included in community meetings: Latino, Somali, African-American, students, neighborhoods, and MPHA High-rise meetings)

#### Federally funded Partner Support Program

Ten community organizations, including the Complete Count Committee have been approved for PSP funds, totaling 18,580 items (hats, fans, bumper stickers, t-shirts, etc.)

#### University of MN

Connected with various student groups: Hmong Student Association, Somali Student Association, La Raza; CURA hired a Somali student worker who will focus on Census outreach to students and the Cedar-Riverside community.

For more information about outreach activities, please see the city's [Complete Count Committee web site](#).

- o In collaboration with federal and city staff, and our local Complete Count Committee, staff has assembled a list of recommended locations where residents will be able to obtain Census information and forms. **Questionnaire Assistance Centers** will be staffed on a part-time basis by Census personnel from mid-March to early April, providing language translation in some locations; **Be Counted Sites** will have Census information and forms only. A map of the proposed locations for these centers is attached to this report; Census staff are currently making site visits to determine the suitability of these locations.
- o In recent months, **City staff have been working with other local jurisdictions** [e.g. Hennepin County, St. Paul, Ramsey County, Metropolitan Council, State of Minnesota] to share information and coordinate efforts on certain aspects of the public education effort. In August, the public information staff from these jurisdictions met with a top Census Bureau public information official to hear an overview of the Bureau's national communications campaign, which will kick-off in January. A second meeting was held with local representatives of ethnic and multi-cultural media. Current cross jurisdictional discussions are focusing on identifying and filling any gaps in planned Census communications to local ethnic and community press.

- As noted in the previous quarterly report, the **Minneapolis Census Bureau Local Office** has opened at 123 North 3<sup>rd</sup> Street in the Colwell Building. Although they are still getting established, staff have met with the new local manager Bill Davnie, and their hiring coordinator, Eric Reichwald. This office will be responsible for the “operational” side of the Census, meaning the Census enumerator staff who will be doing the “non-response follow-up” next spring. We have offered the use of METP job training vendors to assist in recruitment of the more than 1,000 temporary Census jobs which will be hired in Minneapolis in the next couple of months.
- The **address verification process continues**, with City staff currently reviewing the Census Bureau’s latest file of Minneapolis addresses. This is part of the “Local Update of Census Addresses” program which began two years ago. This review is a tedious but critical task as any valid addresses that are missing from the Census address file will not receive a Census questionnaire.

In coming weeks, I will be asking to meet with Council Members to seek your assistance in helping to promote the Census in your wards over the coming months. I would be happy to provide Census literature, content for community and ward newsletters, arrange for speakers at community meetings, and anything else that might further our “Be Counted” Census message.

# Proposed Questionnaire Assistance Centers and Be Counted Sites

Sources: Minneapolis CCC, Minneapolis Park Board and Hennepin County

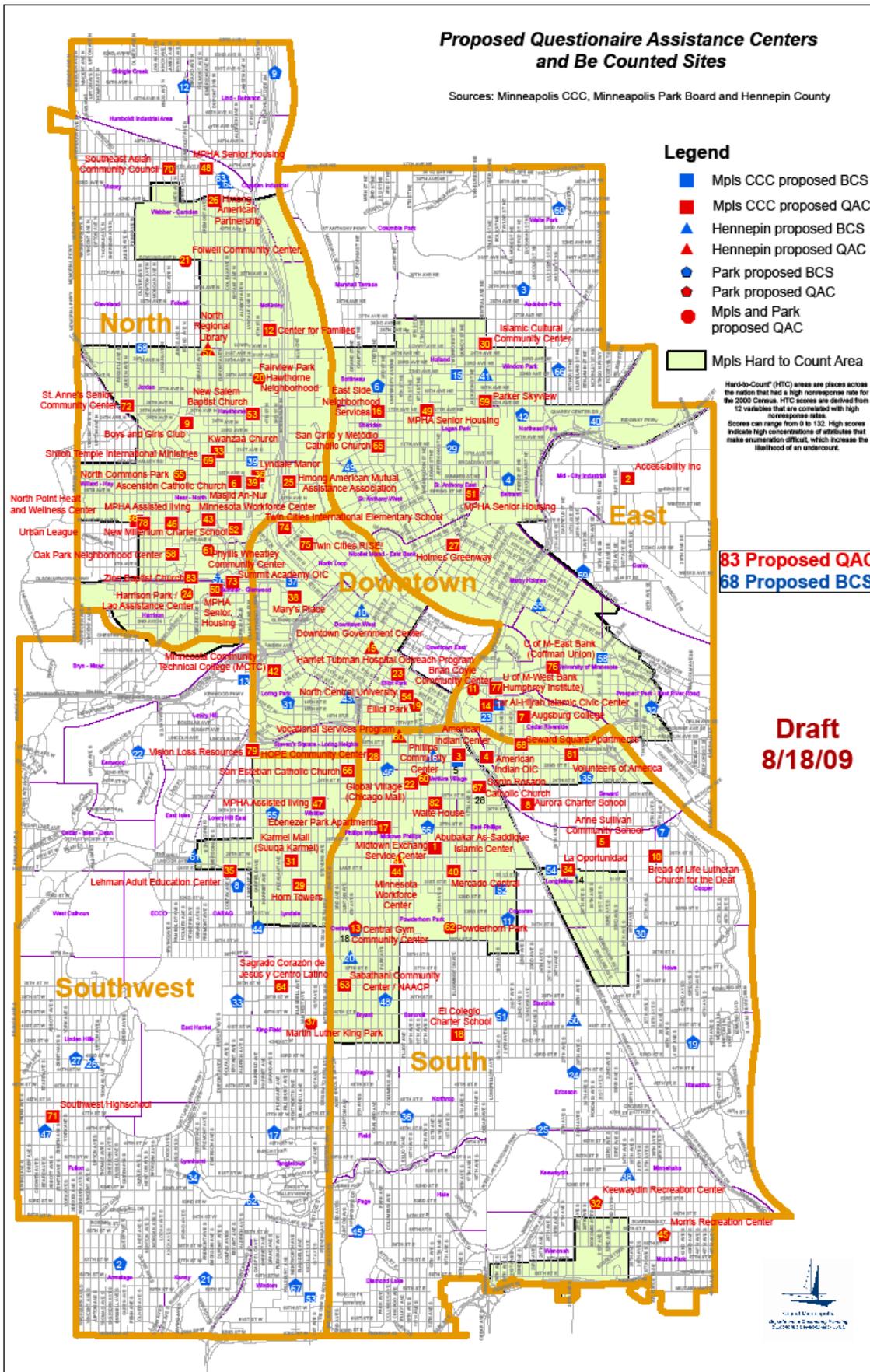
## Legend

- Mpls CCC proposed BCS
- Mpls CCC proposed QAC
- ▲ Hennepin proposed BCS
- ▲ Hennepin proposed QAC
- ◆ Park proposed BCS
- ◆ Park proposed QAC
- Mpls and Park proposed QAC
- Mpls Hard to Count Area

Hard-to-Count (HTC) areas are placed across the nation that had a high nonresponse rate for the 2000 Census. HTC scores are derived from 12 variables that are correlated with high nonresponse rates. Scores can range from 0 to 100. High scores indicate high concentrations of attributes that make enumeration difficult, which increases the likelihood of an undercount.

**83 Proposed QAC**  
**68 Proposed BCS**

**Draft**  
**8/18/09**



# Snowbirds

## What You Need to Know



### USUAL ADDRESS

- The Census counts residents at their "usual" address
- You decide which is your usual address
- By using a Minnesota address, you benefit your home state of Minnesota

### Questionnaires will be delivered to ALL addresses nationwide

- The Census will mail questionnaires in mid-March to regular mailing addresses (for example, 123 Elm Street)
- Minnesota snowbirds will receive Census questionnaires at both their Minnesota and snowbird addresses
- The Census Bureau will hand-deliver questionnaires to the addresses of persons with non-home delivery, such as a P.O. Box, RFD or Star Route
- The Post Office will NOT forward Census questionnaires

(over)

