



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

**Date:** March 11, 2010  
**To:** Council Member Robert Lilligren, Chair  
Committee of the Whole  
**Referral to:** None  
**Subject:** 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**

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 current budget

**Community Impact**

- Neighborhood Notification: Along with many other stakeholder groups, all neighborhood organizations are being notified of various Census activities 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 as well as a preview of upcoming events. The City's [2010 Census Complete Count Committee](#) chaired by Sarah Hernandez and Saeed Fahia, continued to meet monthly in various community locations. Recent highlights of the Committee's activities include Census workshops, forums and public events Census presentations at school family nights in Whittier and Bancroft, interviews on KFAI, various Spanish language radio shows, MTN Street Talk, TPT Arab TV Show, business canvass events and community presentations at various neighborhood meetings. Examples of recent events include:

- On February 6<sup>th</sup>, the Minneapolis Complete Count Committee held a **Census outreach event at the Midtown Global Market**, with volunteers visiting nearby businesses on Lake Street to seek permission to display Census posters; in just 2 hours with 10 volunteers, over 100 Latino and Somali businesses were visited and over 150 Census posters were distributed.

- On February 14<sup>th</sup>, a **Census Community Forum at Incarnation Catholic Church** was held with the Latino congregation (Sagrado Corazón de Jesús). Announcements were made during mass and afterwards a Census training was held with about 60 families in the basement.
- On February 18, **Rep. Keith Ellison held a Census town hall meeting with Dr. Robert Groves, US Census Director**; members of the Minneapolis Complete Count Committee spoke about how the Census impacts their communities; see the following links for [news stories](#) and [related photos](#) about this event.
- On February 21<sup>st</sup>, a **Census Community Forum at Holy Rosary Catholic Church** was held with the Latino congregation (Santo Rosario). Announcements were made during mass and afterwards a Census training was held with about 40 families in the basement.
- On February 28<sup>th</sup>, Complete Count Committee member Asian Media Access held a **Lunar New Year Gala**, where there were about 200 attendees from the Hmong, Vietnamese, Korean, and Lao communities. During the event multiple Census announcements were made and promotional and information materials were distributed.
- On February 23<sup>rd</sup>, Complete Count Committee chair Saeed Fahia held a **Multilingual Census informational event at Brian Coyle Community Center** to speak with food shelf clients and English language class students about the importance of the Census. There were about 60 attendees from the Vietnamese, Korean, Somali, Oromo, and Eritrean communities.
- On February 26<sup>th</sup>, the **U of M Hmong American Student Association hosted a Census Workshop**. About 30 Hmong students attended to learn about the undercount in the Hmong community, what Hmong students have at stake in the Census and what they can do to make sure the community gets counted.
- On March 6<sup>th</sup> the Committee held a **Census outreach event at Cub Foods on West Broadway**, in conjunction with Census staff who were recruiting temporary Census workers; volunteers again visited nearby businesses to seek support for displaying Census promotional material. In just a few hours, committee volunteers visited over 100 businesses, distributed 200 posters, and handed out a few thousand fliers, palm cards, and promotional materials to Cub Foods customers.
- On March 5<sup>th</sup> the Minneapolis Highrise Representative Council held a **Census Outreach event to target businesses in the Cedar-Riverside neighborhood**. Over 10 volunteers went out and canvassed area businesses and talked to people on the street about the importance of the Census.
- On March 7<sup>th</sup>, **two Census Community Forums** were held with the Latino congregations of **San Esteban's Catholic Church and Ascension Catholic Church**. Announcements were made during mass and afterwards, Census questionnaire trainings were held in the basement.

As of March 1<sup>st</sup>, the federal Census operation began its public operational phase. A summary of key upcoming events in the next 60 days is as follows:

### **March**

Advance notice letter mailed to all households by U.S. Census Bureau

National advertising campaign in full swing

Census hiring of local temporary workers continues; interested residents are asked to call [1-866-861-2010](tel:1-866-861-2010) or visit the Census jobs website: [www.2010censusjobs.gov](http://www.2010censusjobs.gov)

Census insert in City utility bills

Census banner on City Hall clock tower

**March 1**

Census training at Whittier School Family Night

**March 1-5**

Census in the Schools at Minneapolis Public Schools

**March 5**

Census Action Day and Outreach event in Cedar-Riverside

**March 6**

Census Rally and Action Day at Cub Foods on West Broadway 11am-2pm

**March 7**

Census community forums in Latino Catholic Parishes after Sunday mass

**March 10**

Bilingual Census Training at Waite House

**March 12**

Census tabling at Latino mercados

**Week of March 15**

Census questionnaires mailed out nationwide

**March 16, 5 – 7 p.m.**

Minneapolis Complete Count Committee meeting at Holy Rosary Church

**March 17-18**

Census tabling at Hmong marketplaces

**March 19**

Census event at Brian Coyle Community Center

**mid-March – mid-April 19**

Questionnaire Assistance Centers\* and Be Counted sites\* open to answer questions

**March 27**

The Minneapolis Complete Count Committee Day of Action (door-knocking) event in Cedar-Riverside and North and South Minneapolis

**March 28**

MN Council of Non-Profits Day of Action (door-knocking) event in North Minneapolis

**April 1**

Census Day

**April 10**

“March to the Mailbox” event in selected areas with low response rates

**April 11**

Census Workshop at Incarnation Catholic Church

**April 24-25**

Census and Peace Jam event at HOPE Community in South Minneapolis

### **Early – mid-April**

Follow-up questionnaires mailed to households which have not responded

### **May – July**

Census enumerators conduct follow-up visits at addresses that did not respond to the mailed questionnaire

## **Questionnaire Assistance Centers / Be Counted Sites**

As mentioned in previous reports, the City is working with the Census Bureau to identify locations where residents will be able to obtain Census information and forms. These **Questionnaire Assistance Centers** will be staffed on a part-time basis by Census personnel from mid-March to mid-April, providing language translation in some locations; **Be Counted Sites** will have Census information and forms only. As of the writing of this report, specific locations were still being finalized. The most current information will be presented at the committee meeting.

## **City's 2010 Census website**

With assistance from City Communications, the City's [2010 Census web site](#) continues to **expand** to include local press coverage, schedules of upcoming outreach and operational events, additional foreign language materials, together with a [2010 Census email listserv](#) to distribute weekly updates and announcements about local efforts to promote the 2010 Census.

## **Council Member assistance requested**

I would be happy to provide Census literature and promotional material for you to distribute, content for community and ward newsletters, arrange for speakers at community meetings, and anything else that might further our "Be Counted" Census message. As noted in the March issue of [Governing Magazine](#), "[Local Governments Face Census Challenge](#)":

*This year, getting an accurate count won't come easily for Cincinnati, Phoenix or anywhere else. Tension over immigration raids, rising mistrust of government and the epidemic of foreclosures have combined to make Americans more difficult to be found and less willing to be counted. The Census Bureau believes municipal governments, with their local knowledge, can help overcome these challenges. With tens of millions of census forms headed to the public later this month, we're about to find out whether they're right.*