



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

**Date:** January 28, 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 promotion 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. In general, the pace and volume of Census activities continued to increase nationally and locally:

- o The importance of achieving a complete count was underscored in late December, when [the state demographer issued an updated projection](#) indicating that Minnesota is in danger of losing one Congressional seat.

The Congressional reapportionment forecast by State Demographer Tom Gillaspay projects Missouri would receive the last seat apportioned, with Minnesota just missing by about 1,100 people – a difference of less than one month’s population change for Minnesota. The difference between California, Texas, Missouri and Minnesota for the last three seats is about 2,200 people, which is well within the potential estimating error. “Basically, this is a dead heat,” said Gillaspay.

“Remember, these are just estimates by the Census Bureau, and our chances of retaining eight seats are improving every day. What will decide the issue is getting everyone in Minnesota counted in the 2010 Census.”

- o A staff team from CPED, BIS, Assessor, and Regulatory Services **completed its review of the Census address file in mid-December**. This is part of the “Local Update of Census Addresses” program which began two years ago. **Our team identified 1,350 valid residential addresses which it believes the Census has incorrectly deleted from its mailing file**, and submitted the required documentation to appeal these deletions. The normal process is that Census will NOT include these addresses in their March mailing but will send Census enumerators to these addresses as part of their follow-up in the summer. We are in discussions with the Census Bureau regarding the possibility of providing questionnaires to this population earlier in the year.
- o Along with other local partners, **Minneapolis participated in a January 14<sup>th</sup> press conference** with Census Bureau staff at the Downtown Library to announce the beginning of the major outreach phase of national Census promotion. Council President Barb Johnson represented the City at this event, and Saeed Fahia spoke on behalf of the city’s Complete Count Committee. The **Bureau launched a \$350 million advertising campaign** in early January, across both print and broadcast outlets. It also expanded its staff recruiting efforts, which will result in **approximately 8,000 temporary Census workers being hired across the state**. The Bureau intends to hire local residents to perform the follow-up door-knocking to those addresses which did not return a Census form. As a reference, in the 2000 Census only 68% of Minneapolis households returned the Census form, which required Census enumerators to door knock approximately 1/3 of the City households, a massive undertaking. Our goal is to increase the percentage of households that initially return the form, reducing the need for this follow-up. Please see the ‘news’ page of the City’s Census web page for links to stories about this press conference: <http://www.ci.minneapolis.mn.us/2010census/news.asp>
- o In collaboration with Census staff, the City is assisting in identifying 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 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 The City’s [2010 Census web site](#) was expanded to include additional **foreign language materials**, a [new neighborhood toolkit](#) of information and resources for community groups, and [a new email listserv](#) to receive periodic updates and announcements about local efforts to promote the 2010 Census.
- o the City’s [2010 Census Complete Count Committee](#) chaired by Sarah Hernandez and Saeed Fahia, continued to meet monthly in various community locations, including the Brian Coyle Community Center [November], Project for Pride in Living [December] and Incarnation Church [January]. Recent highlights of the Committee’s activities include:
  - co-hosting **Census job practice test trainings**; these trainings are being facilitated by various organizations in order to prepare our communities for the basic skills test and ensure that the people who are hired as Census takers come from the same underrepresented communities that we are working with to increase representation in the Census
  - assisting several groups in applying for **Partnership Assistance Support funds**; over 40 Minneapolis groups have applied for mini-grants from the Census Bureau to help pay for Census promotional items and services, e.g. t-shirts, stocking caps, bumper stickers, etc.

- creation of previously mentioned **toolkit/resource guide** aimed at assisting neighborhood groups and other local non-profits to help spread the work about the importance of the Census
- co-hosting a Census **volunteer training workshop on Saturday, January 23<sup>rd</sup>** which was attended by approximately 100 people from 40 organizations; parts of the workshop were held in Spanish and Somali; workshop topics included outreach planning, how to attract media attention; Census messaging, etc.
- began planning for additional events in the first weeks of February, March, and April
- **networked with several local groups** working on the Census, including HOPE Community, Minnesota Council of Nonprofits, Twin Cities Community Voicemail, MAD DADS.

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

### **Upcoming activities**

- o February 6<sup>th</sup> Census event at Midtown Global Market
- o February 16<sup>th</sup> next meeting of Complete Count Committee meeting
- o On February 18<sup>th</sup>, Rep. Keith Ellison will be hosting a Census town hall meeting from 6-8 p.m.; the tentative location is the Midtown Global Market. The Director of the U.S. Census Bureau Dr. Robert Groves will be the featured guest.
- o The City's March utility bill insert will include a bill stuffer message about the importance of the Census
- o Census forms will be mailed out beginning in mid-March.

### **Council Member assistance**

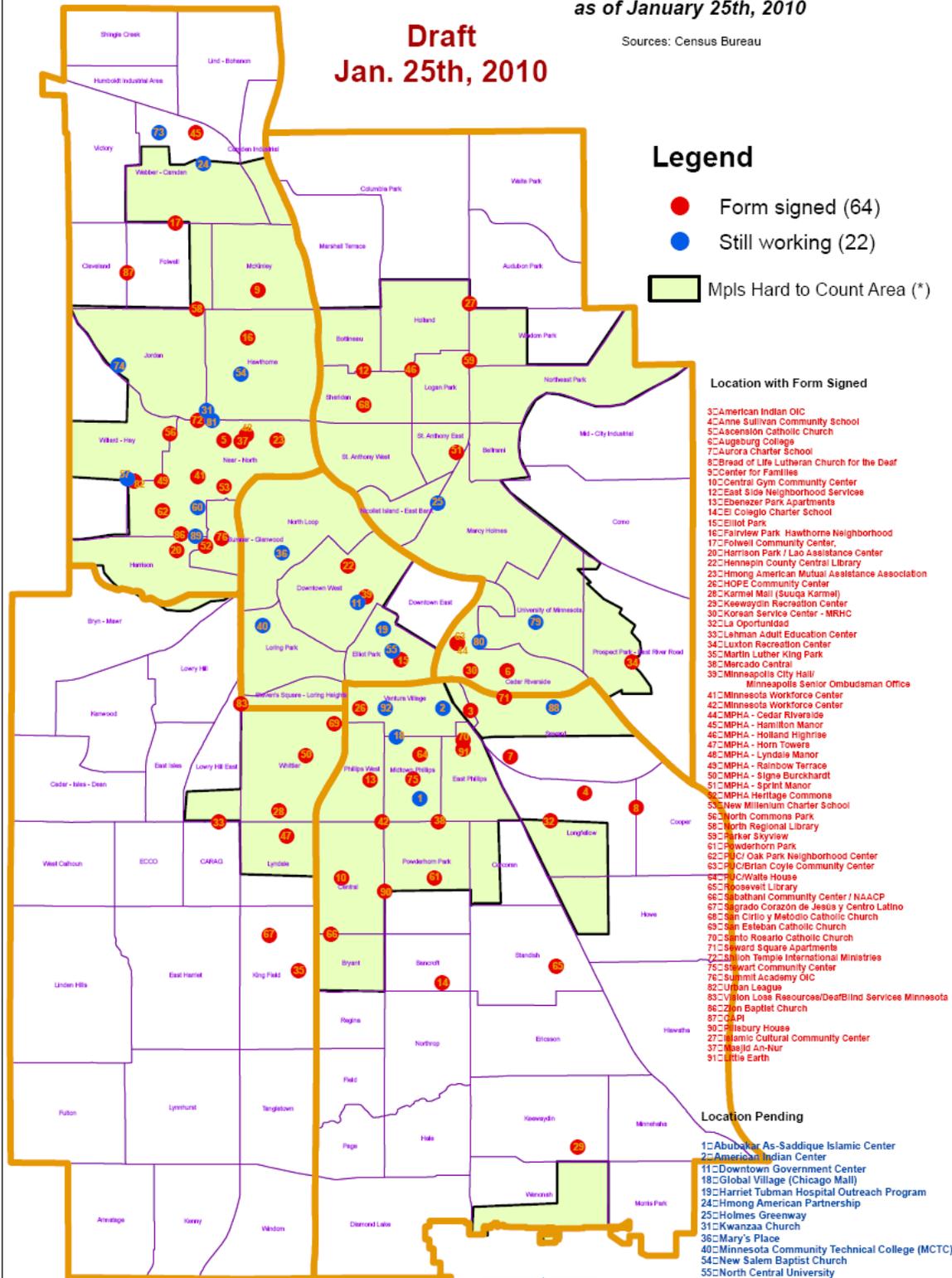
In the next couple of weeks I will be asking to meet with Council Members to seek your assistance in helping to promote the Census in your wards. I would be happy to provide Census literature for you to distribute, content for community and ward newsletters, arrange for speakers at community meetings,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

Enclosure: Updated Map of Proposed Questionnaire Assistance Centers as of January 25<sup>th</sup>

**Questionnaire Assistance Centers  
With agreement form signed  
as of January 25th, 2010**

**Draft  
Jan. 25th, 2010**

Sources: Census Bureau



**Legend**

- Form signed (64)
- Still working (22)
- Mpls Hard to Count Area (\*)

**Location with Form Signed**

- 3 American Indian OIC
- 4 Anne Sullivan Community School
- 5 Ascension Catholic Church
- 6 Augsburg College
- 7 Aurora Charter School
- 8 Bread of Life Lutheran Church for the Deaf
- 9 Center for Families
- 10 Central Gym Community Center
- 12 East Side Neighborhood Services
- 13 Ebenezer Park Apartments
- 14 El Colegio Charter School
- 15 Elliot Park
- 16 Fairview Park Hawthorne Neighborhood
- 17 Folwell Community Center
- 20 Harrison Park / Lao Aselstano Center
- 22 Hennepin County Central Library
- 23 Hmong American Mutual Assistance Association
- 26 HOPE Community Center
- 28 Karmel Mall (Suuga Karmel)
- 29 Keewasoin Recreation Center
- 30 Korean Service Center - MRHC
- 32 La Oportunidad
- 33 Lehman Adult Education Center
- 34 Luxton Recreation Center
- 35 Martin Luther King Park
- 38 Mercado Central
- 39 Minneapolis City Hall / Minneapolis Senior Ombudsman Office
- 41 Minnesota Workforce Center
- 42 Minnesota Workforce Center
- 44 MPHA - Cedar Riverside
- 45 MPHA - Hamilton Manor
- 46 MPHA - Holland Highrise
- 47 MPHA - Horn Towers
- 48 MPHA - Lyndale Manor
- 49 MPHA - Rainbow Terrace
- 50 MPHA - Sigma Burckhardt
- 51 MPHA - Sprint Manor
- 52 MPHA Heritage Commons
- 53 New Millennium Charter School
- 56 North Commons Park
- 58 North Regional Library
- 59 Parker Skyview
- 61 Powderhorn Park
- 62 POC Oak Park Neighborhood Center
- 63 POC Brian Coyle Community Center
- 64 POC Walle House
- 65 Roosevelt Library
- 66 Sabathani Community Center / NAACP
- 67 Sagrado Corazon de Jesus y Centro Latino
- 68 San Cirilo y Metodio Catholic Church
- 69 San Esteban Catholic Church
- 70 Santo Rosario Catholic Church
- 71 Seward Square Apartments
- 72 Sikh Temple International Ministries
- 75 Smart Community Center
- 76 Summit Academy OIC
- 82 Urban League
- 83 Vision Loss Resources/Deaf/Blind Services Minnesota
- 86 Zion Baptist Church
- 87 OAPI
- 90 Peabury House
- 97 Islamic Cultural Community Center
- 97 Masjid An-Nur
- 91 The Earth

**Location Pending**

- 1 Abubakar As-Saddique Islamic Center
- 2 American Indian Center
- 11 Downtown Government Center
- 18 Global Village (Chicago Mall)
- 19 Harriet Tubman Hospital Outreach Program
- 24 Hmong American Partnership
- 25 Holmes Greenway
- 31 Kwanzaa Church
- 36 Mary's Place
- 40 Minnesota Community Technical College (MCTC)
- 54 New Salem Baptist Church
- 55 North Central University
- 57 North Point Health and Wellness Center
- 60 Phyllis Wheatley Community Center
- 73 Southeast Asian Community Council
- 74 St. Anne's Senior Community Center
- 79 U of M-East Bank (Coffman Union)
- 80 U of M-West Bank - Willey Hall / Wilson Library
- 81 Upper Midwest American Indian Center
- 83 Seward Towers
- 89 Hmong Academy
- 92 PPL

(\*) Hard-to-Count\* (HTC) areas are places 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 132. High scores indicate high concentrations of attributes that make enumeration difficult, which increase the likelihood of an undercount.

