



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

Date: May 7, 2009

To: Council Member Lilligren, Chair
Committee of the Whole

Referral to: Ways & Means/Budget Committee

Subject: Status Report on Recent Activities Related to the 2010 Census
Authorize contract with U of M/Center for Urban and Regional Affairs

Recommendation:

- a. Receive and File: 2010 Census Activities Status Report
- b. Authorize contract NTE \$80,000 with the Center for Urban and Regional Affairs/U of M for Census outreach coordination

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

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 and to request authorization for a contract with the University of Minnesota/Center for Urban and Regional Affairs to support outreach and education activities.

Recent 2010 Census Preparation Activities

In the five weeks since last reporting to this committee, several events have occurred:

- o The **Census Bureau has approved the City's request for several minor amendments to Census tract boundaries.** As noted in the March 26 report, the City

requested several adjustments to Census tract and block group boundaries to enable easier tabulation of Census data by neighborhood. See enclosed letter for further information.

- Census staff has **announced a location for its Minneapolis administrative office which is to be opened this fall: 123 North 3rd Street in the Colwell Building.** Additional outreach offices [“Questionnaire Assistance Centers”] will be opened in several neighborhoods throughout the city in February 2010.
- **Census staff has begun the address verification process.** Several dozen Census staff have begun walking through City neighborhoods to verify addresses and dwelling units. Census workers will have official identification and they’ll use hand-held computers equipped with GPS to increase geographic accuracy. Any concerns about the Census can call the St Paul office at (612)216-5950.
- **City staff met with Census staff regarding the upcoming fall hiring phase.** In early April, CPED staff arranged a meeting with the manager of the St Paul Census Office and their recruiting manager with the City’s METP and Multicultural staff. The purpose of the meeting was to encourage Census staff to coordinate with existing City job placement vendors in the hiring of culturally competent Census workers. The Census expects to hire over 1,000 workers for the “Non-response Follow-Up” phase of Census which will take place next spring.
- **The Mayor and City Council are reviewing potential members for the Complete Count Committee.** The charge to this committee will be to assist in communicating the importance, safety, and simplicity of responding to the Census. Committee co-chairs will be Sarah Hernandez of the McKnight Foundation and Hussein Samatar of the African Development Center. The committee is expected to meet monthly beginning in May.

Outreach Planning/Contract with CURA

As noted in the previous report to this committee CPED has asked the Center for Urban and Regional Affairs (CURA) at the University of Minnesota to assist in coordinating the many outreach and public education activities related to the 2010 Census. CURA has long-established relationships with many community organizations within Minneapolis, and for the past two years has run the “Neighborhood Partnership Initiative” funded by the McKnight Foundation to build relationships between these groups and immigrant and new arrival communities. CURA has technical expertise about the Census process and the ability to access University students as volunteers. This contract will be for a not-to-exceed amount of \$80,000, supported by the 2009 appropriation provided to CPED for this purpose. CURA’s roles will be to provide logistical staff support to the Complete Count Committee, assist the committee in developing its overall outreach and public education plan, and assist the committee with implementing its outreach strategies in coordination with other public and private efforts. Based on CURA’s unique capacities as noted above, the Permanent Review Committee [PRC] granted approval in early April to proceed with this contract. Staff is excited about having CURA as an outreach partner.

Census outreach activities will also involve several city departments: CPED, the Multi-Cultural Office in Civil Rights, the new Neighborhood and Community Relations Department, Communications, as well as the Mayor and Council Members directly and through their staff. We will be asking Council Members for various kinds of assistance in the coming months, such as participation in certain Census events, dissemination of information via Council Offices, newsletters, etc.