

## Minneapolis 2010 Census Complete Count Committee

Summary Notes for May 19<sup>th</sup>, 2009 meeting

5-7pm at City Hall Room 319

1. Welcome from Councilmember Robert Lilligren and Cara Letofsky from Mayor Rybak's office
  - Why a Minneapolis complete count committee is important: align efforts with various complete count committees, reach underrepresented areas, opportunity for people to meet each other
  - Why 2010 census matters:
    - Allocation of money - \$300,000,000,000 distributed annually based on census count, \$1,000/person
    - Distribution of congressional seats
  - Introduction of chairs: Sarah Hernandez and Hussein Samatar
  
2. Hennepin County Census 2010 video: [http://hennepinmn.granicus.com/MediaPlayer.php?publish\\_id=44](http://hennepinmn.granicus.com/MediaPlayer.php?publish_id=44)  
(Terra Cole and Norma Garces – Hennepin County 2010 Census Promotion)
  - Looking to translate, dub, subtitle; will also be closed captioned
  - Available on the web in English and next month for distribution
  
3. Overview of the 2010 Census (Brett Buckner, U.S. Census Bureau)
  - Form and Process
    - This year the short form will be mailed only. There will be an American Community Survey – the long form, which will be mailed separately.
    - Process: mailed in mid-March, April 1<sup>st</sup> mail-in deadline, after a couple of weeks we will start follow-up process
  - Outreach
    - Message: safe, simple, important
      - Safe: Title 13<sup>th</sup> precludes sharing of census info with other government entities
    - What we need to do
      - Increase the response rate from 67%
      - Educate and motivate people to fill in and mail the form
      - Meet monthly and develop an outreach plan
    - Who we need to target: Media, neighborhoods, youth, schools, homeless, group homes
    - Self-identification regarding race and ethnicity
      - You can identify your ethnicity under “other” on the census form, but must also make sure to identify a race. To differentiate between race and ethnic breakouts. For example, to identify as Somali, mark “black/African-American” for race and identify as “Somali” under “other.”
    - Somali Community
      - We will have a Somali partnership specialist – short timeline on job posting.
  - Partner support program – deadline May 29<sup>th</sup> and another round in July
    - Resources available: \$2,999 for products and \$2,499 for services
    - For more information: Brett Buckner, Partnership Specialist  
U.S. Census Bureau  
180 E. 5th st.  
St. Paul, Minnesota. 55101  
612.432.2667 (cell)  
866.861.2010 (Jobs line)
  - Complete Count Committees
    - Three cultural state-wide Complete Count Committees: Latino, Asian, African American
    - As a committee we should connect with the statewide Disability CCC

- Others: Pillsbury United Communities, Central Labor, Sabathani, faith based, health organizations - Heading Home Hennepin is starting a CCC
  - Community Information Centers – two versions
    - 1.) Questionnaire Assistance Centers: there will be staff at the choosing of the center to have questions answered about the census, information available in 60 languages, census information guides, and some hotline assistance for extra help
    - 2.) Be Counted Sites: kiosk with census forms and info, and will be not be staffed
    - Hennepin county and Minneapolis CCC will be working together on the siting of centers
    - Questionnaires mailed in English and some in Spanish maybe (they are working on it)
4. Overview of staff roles
- City: Jeff Schneider – CPED
    - Sok Silaphet coordinating missing addresses and the GIS for realigning city boundaries
    - Sok, Jeff, Minneapolis Multi-cultural Services office, full time liaisons in Hmong, Latino, Native, Somali, sign language, neighborhood and community relations department, aids to Mayor and Council Members (Cara and Nimco) all working to promote the census
    - Received a special budget allocation to hire CURA for census outreach
  - U of M / Center for Urban and Regional Affairs (CURA)
    - Primary staff person – Hannah Garcia
  - Hennepin County:
    - They are not having a CCC, but an alliance where everyone can come to connect the dots
    - 2 strategies – external working with the alliance and internal (every county employee)
    - No county employees will help with filling out the forms
  - Barbara Ronningen – State Demographic Center
    - Works with Ryan Dolan on the CCC program across the state
    - Works with many statewide ccc's: Somali, Ethiopian, West African, Liberian
    - Works with faith community – many of the churches and mosques
    - Will participate in parades and festivals all over MN
      - Minneapolis CCC should participate in Aquatennial parade
5. Unveiling of City's 2010 Web site: [www.ci.minneapolis.mn.us/2010census/](http://www.ci.minneapolis.mn.us/2010census/)
- Will be posting information, agendas, notes, etc.
6. Open Discussion
- What in your mind does success mean/look like?
    - We have counted everyone
    - No differentiation in response rates between city and suburbs
    - Better representation
    - Forms in people's languages
    - Everyone from each community to feel like the message got to them in a way that was targeted at them
    - Ensure that we keep telling people that it is safe and that they trust the process
    - Consistent messaging – although the message may need to be different for different people depending on circumstances to get people to trust
    - Education on how to fill out the form
    - Getting the word out through schools to target new arrivals
    - Build trust, the sense that people matter, and that they belong
    - People know that the census is coming and is important
  - What are our key challenges?
    - Power relationships

- High rise issues – trust and people not on a lease getting counted
- Subgroups within the larger group not able to capture information
- Trust
- Weather (winter) hurts ability to be at community events
- What should we, the Minneapolis CCC focus on?
  - Messaging to snowbirds
  - Educate on how to fill the form out
  - Outreach to children in schools
  - Master list of events that we should have a presence at
  - Good outreach plan to health care providers, homeless shelters, schools, social service organizations, community based groups
  - Plug into other CCC's to find out how to help each other
  - Overlay of maps with other maps, such as poverty, foreclosures

9. Action Items

- Bishop Richard Howell, David Oguamanum, Malik Holt Shabazz, Abdisalam Adam, and Bill Laden all offered to host one of the next Minneapolis Complete Count Committee meetings

10. **Commitments and homework to be completed by next month's meeting:**

**Community Members:**

- Check out the Minneapolis census website: [www.ci.minneapolis.mn.us/2010census/](http://www.ci.minneapolis.mn.us/2010census/)
- Look at the census form and check out census resources  
(As census community leaders and CCC members, we want to familiarize ourselves with these materials, and be able to answer questions about them)
- Partnership support funding – Contact Brett, also Hennepin county is assisting people on proposals
- Get a sense of what people in your community/organization want to volunteer  
(for events and general outreach)
- People can designate alternates, committee membership is fluid, anyone can come
- Community Events
  - Inform Hannah of community events  
(include date, time and place and # of people expected)
  - Plan for the Pride and Juneteenth Festivals
  - Divide up the list of community events – look for volunteers

**CURA/Minneapolis:**

- Look at other complete count committees: what they are doing, what their outreach plans look like
- Draft an outreach plan for CCC to review at the next meeting – needs to be fluid, flexible and reflect what we are doing and who we are

**Brett/Census Bureau:**

- Will ask KC folks about a help block on the forms
- Will check reading level of census forms
- Find out if the deadline on the posting for the Somali Partner Specialist can be extended

11. Confirming frequency / locations / time:

- Third Tuesday of every month from 5-7 pm. with rotating location
- **Next meeting:**  
**Tuesday, June 16<sup>th</sup> 5-7pm**  
**Location: Shiloh Temple**  
**1201 Broadway, Minneapolis, MN 55411**  
**Host: Bishop Richard Howell**