

# Final Report

## 2010 Census Preparation and Outreach

Jeff Schneider

Community Planning and Economic Development

Hannah Garcia

Center for Urban and Regional Affairs

University of Minnesota



December 16, 2010



IT'S IN OUR HANDS 1

# Report Purpose

- To report on the City's 2010 Census preparations and outreach efforts
- To provide evaluative comments and suggestions
- To provide a complete record for those who will work on the 2020 Census



**2010 Census Final Report**  
**December 2010**



# Local Resources

- City staff team
- \$100 K in one-time funds for outreach support:
  - \$80 K → CURA
  - \$20 K → printing, mailing, utility bill insert, etc.
- Complete Count Committee participants
- Other community partners
- Local media
- Other local governments, State Demography Office



**2010 Census Final Report  
December 2010**



# Census Bureau Resources

## Significant Expansion of National Promotion Budget

*Rationale: More promotion = more voluntary response*

*More voluntary response = less door-knocking*

- More local partnership staff
- More non-English materials – 59 languages
- More promotional material – overall and custom requests (PSP)
- Expanded web site
- Expanded paid advertising [national and local]
- Use of paid staff [not volunteers] for QACs
- Real time feedback on response rates → inform targeted outreach



**2010 Census Final Report  
December 2010**



IT'S IN OUR HANDS



**April 1, 2009 Kick Off Event at Summit Academy**



# Technical Steps

- LUCA: Local Update of Census Addresses
- BAS: Boundary and Annexation Survey
- PSAP: Participant Statistical Areas Program



**2010 Census Final Report**  
**December 2010**



# Outreach Challenges

- Unfamiliarity with Census process, form
- Fear
- Apathy
- Language and cultural barriers
- Upheaval in housing market . . . many people displaced
- National fall off in survey response rates since 2000



**2010 Census Final Report**  
**December 2010**



# Key Outreach Components

- Complete Count Committee
- Other community partners
- Local community media
- City web site and listserv
- Census Bureau staff, materials, advertising



**2010 Census Final Report**  
**December 2010**



# Key Outreach Strategies

- Community organizing approach
- Community leaders' expertise and knowledge
- Partnership-building around mutual interests



**2010 Census Final Report**  
**December 2010**





**CCC Meeting, Ascension Church, February 16, 2010**

# Complete Count Committee

- 14 meetings over 13 months
- Multiple locations across the city
- 50+ participants
- 14 door-knocking and canvass events
- Over 30 outreach events – with forms - in spring

Co-chairs - Sara Hernandez (McKnight Foundation) and Saeed Fahia (Confederation of Somali Communities)



**2010 Census Final Report**  
**December 2010**



IT'S IN OUR HANDS12



**Rep. Ellison Town Hall Meeting  
with Census Director Robert Groves / MGM February 18, 2010**

# Key Outreach Strategies

- Community based
- Culturally, linguistically appropriate
- Attendance at community meetings
- Organizing special events
- Door-knocking/flyers
- Direct Mail [e.g. utility bill insert, March 2010]
- Local community media, especially radio and TV
- Social media



**2010 Census Final Report**  
**December 2010**



**IT'S IN OUR HANDS<sup>14</sup>**



**Outreach Event – Cub Foods, West Broadway March 6, 2010**

# Key Outreach Strategies, cont'd

- January 2010 training event for volunteers
- Toolkit for neighborhood and community groups
- Locally and culturally relevant outreach materials
- Technical assistance
- Organizing support



**2010 Census Final Report**  
**December 2010**



# Multi-Lingual Communication

CADA CUENTA EN MINNESOTA  
CENSO 2010

## ¡ Apoyamos al Censo 2010 !

Censo 2010: 1 de abril

El Censo es **seguro**.  
Sus respuestas son confidenciales y no se pueden compartir con nadie ni siquiera con otras agencias del gobierno incluso las agencias de inmigración.

El Censo es una oportunidad **importante** para todos. Ciudadanos, no ciudadanos, adultos y niños participan en crear un mejor futuro.

**Es nuestro derecho ser contado  
¡Hagase Contar!**

United States  
**Census 2010**

IT'S IN OUR HANDS

**Kev Suav Neeg 2010**  
**April 1, 2010**  
Suav peb sawvdaws, peb tseem ceeb heev!  
**Participate in the Census!**

Thaum lub peb hii yuav tag, txhua tsev neeg hauv tebchaws Asmesliskas yuav tau txais ib daim ntauw suav neeg. Thov teb thiab xa koj daim ntauw Kev Suav Neeg rov qab.

Ua daim ntauw ntauw suav neeg kom tiav yuav pab tau cov tsev kawm ntauw hauv thaj tsam chaw peb nyob tau nyiaj, thiab los npaj rau kev kawm ua haujlwm thiab nyiaj rau neeg kawm ntauw. Daim ntauw suav neeg tseem ceeb heev.

Txoj kev cai hais tias txhua tus neeg yuav tsum koom txoj Kev Suav Neeg thiab txws tsis pub muab koj cov ntauw ntauw rau lwm cov koom haum tseem fwv, yog li no koj tsis tas txhawj txog dab tsi.

United States  
**Census 2010**

IT'S IN OUR HANDS

**Tirakoobka 2010**  
**Mustaqbalkeenu Wuxuu ku Xidhan yahay Qoysaskeena oo la Tiriyo!**

Tirakoobka waa aamaan. Xogta aad ku qortid foomka tirakoobku waa qarsoodi lalama wadaagi karo cidna, xataa ha'yadaha Socdaalka (immigration) iyo Guryaha (Housing).

Tirakoobku wuxuu muhiim u yahay dhammaan dadka oo dhan sida qof ah maraykan iyo qof aan ahaynba. Fadlan ka qaybqaado tirakoobka sannadkan si aan u helno mustaqbal wanaagsan, oo horumar leh.

Xaq ayaynu u leenahay in si sax ah la inoo tiriyo, si aan u helno xaqeena. Foomka ku muuji inaad asal ahaan tahay Soomaali.

Waxaa Taageerya Tirakoobka 2010:

United States  
**Census 2010**

IT'S IN OUR HANDS

# Challenges with Census Bureau

- Management of local Census outreach staff
  - run from Kansas City Regional Office
  - frequent changes in staff assignments, turnover
- Census hiring – frustrating
- Partnership Support Program – complicated, time consuming
- Questionnaire Assistance Centers – inadequate planning, promotion, staffing problems



**2010 Census Final Report**  
**December 2010**



# Learnings, Recommendations

- Identify local resources . . . start one year ahead
- Identify community partners . . . they can help shape the message:  
**why is the Census important to YOU**
- Multi-media, multi-lingual, multi-cultural
- Face to face communication



**2010 Census Final Report**  
**December 2010**



# Learnings, Recommendations, cont'd

- Significant fundraising for the Census campaign
- Financial and outreach support
- Community organizing approach
- Central location for outreach resources, materials
- Focus on “hard to count” communities



**2010 Census Final Report**  
**December 2010**





**Final CCC Meeting, May 18, 2010 City Hall**

# Results

- Improved Census participation rates
- Positive sentiments around civic engagement in immigrant communities
- Improved relationship between the City and community organizations
- Greater connection between community members and their local organizations



**2010 Census Final Report**  
**December 2010**



# Final Participation Rates: 2000 and 2010

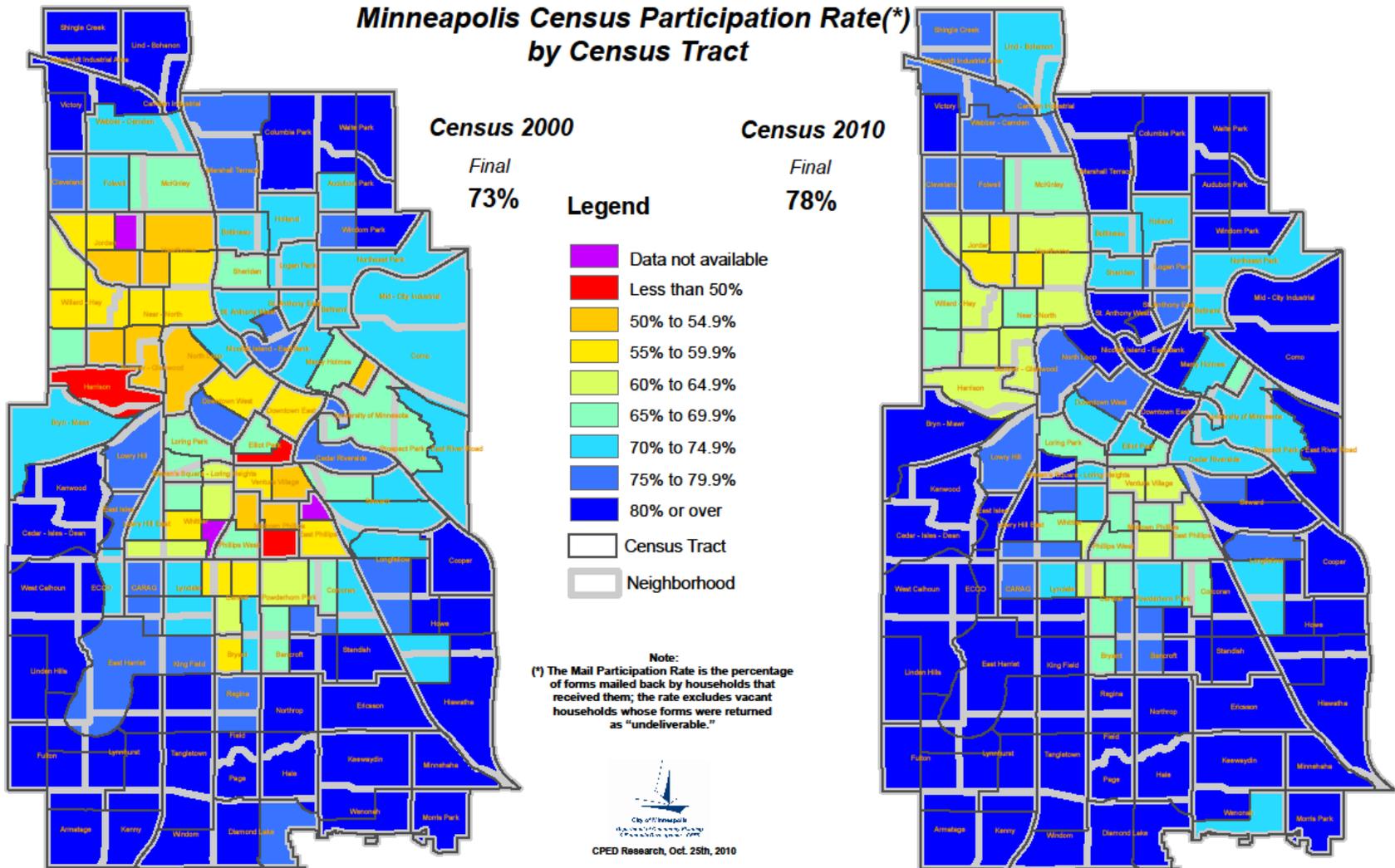
	2000	2010	Change	Rank (large cities)
Mpls	73%	78%	+5%	Tied 5 <sup>th</sup> 1st over 300,000
St Paul	78%	79%	+1%	4 <sup>th</sup>
MN	81%	81%	NC	2 <sup>nd</sup>
U.S.	74%	74%	NC	-



**2010 Census Final Report**  
**December 2010**



## Minneapolis Census Participation Rate(\*) by Census Tract



# Schedule for 2010 Census Results

- State population totals: December 21, 2010
- Local decennial information: March, 2011
- Limited to decennial 'short form' questions:  
population, age, race, housing tenure [rent/own]

Note: this week's Census release was the new five year ACS detailed data for small areas [small cities, counties, tracts, block groups, blocks]



**2010 Census Final Report**  
**December 2010**





**Recognition Event by Census Bureau – August 11, 2010**