



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

Date: April 15, 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

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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 activities.

City Participation Rate running ahead of Census 2000

One key measure of the impact of federal, state, and local outreach efforts is the "participation rate", meaning the percentage of households that received a Census questionnaire that mailed them back. As of the writing of this report, the City's "participation rate" stood at 70%, which was 2% better than the final Census 2000 rate of 68%. So, we have already improved upon our record from a decade ago, a major goal and important milestone which only 5 other cities over 50,000 in population have achieved as of this date. U.S. Census Director Robert Groves acknowledged this in an April 13 press release:

WASHINGTON, April 13 /PRNewswire-USNewswire/ -- U.S. Census Bureau Director Robert Groves today congratulated those communities that are making history by helping to boost the mail participation rates across the nation, including the state of Kentucky, which matched its census mail participation rate from the 2000 Census on Monday, April 12. A number of cities have also just reached this milestone, including Baltimore; Grand Rapids, Mich.; Minneapolis; Olathe, Kan.; Charleston, S.C.; and Surprise, Ariz.

The announcement comes with just four days remaining before the Census Bureau must shift away from accepting forms by mail and start preparing to send more than 600,000 census takers door to door to count households that failed to mail their forms back. "I'd like to congratulate the residents of Kentucky as well as the counties and cities that completed and mailed back their census forms," Groves said. "Greater participation means a more complete and accurate count as well as fewer households that we'll need to visit in person beginning in May. I also encourage them to keep it going. Every increase in response can help us save money on the expensive follow-up to non-responding households." . . . To date, 52 counties nationwide have also met this milestone as well as five cities with populations over 50,000.

A comparison with other jurisdictions is as follows:

Snapshot of 2010 Census Participation Rates Tuesday, April 13, 2010 3 p.m.		
	2010 Census Participation Rate	2000 Census Final participation rate (for comparison)
Minneapolis	70%	68%
St Paul	71%	75%
Hennepin County	76%	78%
Minnesota	76%	78%
US	67%	72%

As the table indicates, the participation rate in Minneapolis continues to lag slightly behind St Paul and the state. This is likely because of our highly mobile concentrations of students, renters and non-English-speaking residents. The bulk of our outreach efforts continue to focus on these populations. Also, we know that the numbers being reported above are slightly understated, since they include only the forms sent directly to households [with bar-coding], and do NOT yet include responses using questionnaires obtained from Questionnaire Assistance Centers and Be Counted sites. While achieving a 70% "participation rate" is significant, this means that 30% of city households – about 53,000 – have not yet returned their questionnaire.

Please note that a live "Census response rate tracker" has been added to the City's web home page, and our [Census web site](#) now includes maps showing a breakdown of [participation rates by neighborhood](#).

Local Outreach Efforts Continue

The City's [2010 Census Complete Count Committee](#) chaired by Sarah Hernandez and Saeed Fahia, continues to meet monthly in various community locations. In the past month, the group has met at Holy Rosary Church and Whittier Park. The next meeting of the group will be on April 20th at Harrison Park, hosted by the Lao Assistance Center. The Committee's activities are now in full swing and have included Census workshops, forums, tabling at public events, door knocking, and interviews on local radio and public access TV shows. Examples of recent outreach efforts since the last report to the committee include:

Late March

- 3/19 Door-knocking w/ students near St Catherine's Minneapolis Campus
- 3/21 Questionnaire Assistance & Outreach at Green Central Gym

- 3/22 Census Presentation at Lyndale Neighborhood Membership Meeting
- 3/24 Census Interview w/ Hannah Garcia & CCC volunteer Arnetta Kaba Phillips on KMOJ
- 3/24 Census Presentation for La Raza student group at the U of M
- 3/25 Questionnaire Assistance event at Brian Coyle Community Center
- 3/25 Tabling at Lyndale Neighborhood Open House event
- 3/27 Door-knocking Day: Cedar Towers, Phillips Neighborhoods, and Shiloh Temple Zone in North Minneapolis.
- 3/28 MNCN Door-knocking Day in North Minneapolis
- 3/31 Interview w/ Hannah Garcia & Brett Buckner on KMOJ
- 3/31 Census Countathon (Questionnaire Assistance and Outreach) Event at Coffman Plaza.

April

- Presentations at Bottineau and Holland Neighborhood Associations
- Census Announcements at the following mosques during prayer: Dar Al-Hijrah, Dawa Institute, and Abubakar Al-Saddiq
- Fliering and outreach at Karmel Mall
- 4/1 Census Day Bus Outreach to high traffic stops on routes 27 and 5
- 4/2 Interview w/ CURA Census student worker Kassim Busuri on Somali TV
- 4/3 Door-knocking in Central neighborhood near Green Central Gym.
- 4/6 Minneapolis Complete Count Committee meeting at Whittier Park, welcomed by Council Member Robert Lilligren
- 4/7 Interview w/ Student Worker Kassim on KFAI's Somali program
- 4/7 Census Countathon Event on UofMs West Bank.
- 4/8 Census Questionnaire Training with Latino Tax Centers
- 4/8 Census Presentation and Questionnaire Assistance at Brian Coyle
- 4/8 Be Counted Event at Anderson School.
- 4/9 Be Counted Event at Loring Pasta Bar.
- 4/10 "March to the Mailbox" Door-knocking in North Minneapolis and Little Earth.
- 4/10 Be Counted event with Hmong Youth at Farview Park
- 4/10 "March to the Mailbox" visibility event along several locations on Lake Street; welcome by Council Member Gary Schiff
- 4/11 Be Counted Training at Cesar Chavez Celebration at Incarnation Catholic Church.
- 4/11 Door-knocking in Cedar Towers and Riverside Plaza
- 4/12 Census Commercial created in Somali to be aired regularly on Somali TV programs
- 4/13 tabling at Health and Family Support Department open house

Upcoming events:

- Wednesday, 4/14 Outreach and Questionnaire Assistance at Northside Cub Foods
- Wednesday, 4/14 Door-knocking in Cedar Riverside
- Thursday, 4/15 Outreach and QA at Anderson School Family Night
- Saturday, 4/17 Outreach at Mercado Central / Door-knocking in S Mpls
- 4/20 Minneapolis CCC Meeting at Lao Assistance Center/Harrison Park
- 4/21 Be Counted Event in Cedar Towers Community Room
- 4/24 Peace Jam and Be Counted Event at HOPE Community and Peavey Park

Outreach events will continue through May. Our Complete Count Committee is tentatively planning a last meeting / celebration on May 18th at City Hall, one year after their work began.

Questionnaire Assistance Centers / Be Counted Sites open through April 19th

Over 60 questionnaire assistance centers (QACs) are open throughout the city to help residents answer any questions they may have about the Census. Census personnel are available at these centers on a part time basis through April 19. They have questionnaires for anyone who didn't get one in the mail, and they offer translation services for people who need it at selected locations. Please see web link for a list of [Minneapolis QAC locations and phone numbers](#). Residents can also call 3-1-1 to find the nearest QAC location.

Residents who did not receive a Census Questionnaire can also obtain one by calling any of the following numbers:

- English: 1-866-872-6868
- Spanish: 1-866-928-2010
- Chinese: 1-866-935-2010
- Korean: 1-866-955-2010
- Russian: 1-866-965-2010
- Vietnamese: 1-866-945-2010
- TDD (Telephone Display Device for the hearing impaired): 1-866-783-2010

Second Questionnaire Mailing

As noted earlier, a second Census questionnaire was mailed last week to targeted areas throughout the country, regardless of whether the household has responded to the first questionnaire. This was done to improve response rates in these “hard to count” areas across the country. Households that have already returned their form should ignore the second mailing. Households should only complete and return one form. They may use either the first or the second form that they have received. If for some reason two forms are returned for a housing unit, the Census Bureau has a process for un-duplicating them.

Census Operations

Group Quarters

Census operations staff have begun counting “Group Quarters” populations. These include group homes, college dormitories, nursing homes, homeless shelters, and similar facilities. This will continue through the spring.

Residential Non-Response Follow-up [door knocking]

The major effort of Non-response follow-up [NRFU] is scheduled to begin May 1st. The Census Bureau is planning a national and local media campaign about this phase of the operation in late April.

Local Census Bureau staff have been invited to attend the committee meeting to provide more information about these operational phases.

Related Items

Census Bureau Response on Appealed Addresses

On April 5th the City received a letter from the Census Bureau notifying us that they have accepted virtually all of the addresses we appealed last December: 1,334 out of 1,346 appealed addresses. These addresses should have received a Census questionnaire already, and will be included in the non-response follow-up phase if needed. This is very good news for the City and our staff team from CPED, BIS, Assessor, and Regulatory Services should be acknowledged for this important behind the scenes work.

Participant Statistical Areas Program

One year ago, the City petitioned to make several small changes in Census tract and block group boundaries to better match with existing neighborhood boundaries. We have recently received informal word via our Met Council GIS staff liaison that the Census Bureau has accepted almost all of our changes. We do not yet have official word nor have we seen a new 2010 Census tract map, but to the extent our changes are accepted, aggregating future Census information up to the neighborhood level should be much easier.