

Census Complete Count Committee

April 23, 2009

Conf Room 1st Floor - City Hall

Franken, Jill; McElhane, Dwight; Stephenson, Heather; Trebilcock, Sam; Sorenson, Russ; Paulson, Karla

- A) What is the City's purpose and intent for the Complete Count Committee [CCC]
 - i. The 2010 Census will be completed in April 2010, is it critical to the City, the agencies that receive public assistance and those citizens that receive public assistance that an accurate count is taken on that date. The funding from the Federal government is based upon a communities Census figures. In order to get a complete count, we need to educate and inform the population groups that may be hesitant to participate, difficult to communicate with or hard to reach through mail.
- B) Additional Stakeholders, committee members
 - i. Let Jeff know if someone should be added to the CCC, otherwise members will be added to the various subcommittees to make sure we are addressing issues. [see subcommittee discussion].
- C) Subcommittees
 - i. What general topics need to be discussed in a more detailed fashion.
 - 1. Questionnaire Assistance
 - 1. Initially posters advertising that the Census is coming; so that the public is aware and recognizing this location as a place for future reference.
 - 2. During March, April an office or a Kiosk is required to be staffed to assist walk ins and answer questions
 - 3. March / April – electronic media should also be used to inform.
 - 2. Group Contacts (education and inform)
 - 1. Work with various groups that serve these population groups about the need to get a complete count. Determine what they would want and need during March and prior to this date.
 - 2. Minnehaha County [Hugh Grogan]
 - 3. Multicultural Center
 - 4. United Way [**Kerri DeGraff**]
 - 5. Non- Profits [**Carol Muller, 211 Helpline**
 - 1. Marilyn Meier, American Indian Services Inc
 - 2. [Clark Guhin](#), Dakotabilities
 - [Susan Brucklacher](#), Interlakes Community Action Partnership
 - [Anne Rieck-Mcfarland](#), South Dakota Achieve
 - [Fran Stenberg](#) ,
 - LSS [**Tom Walsh**]
 - 6. Churches [
 - 7. Schools [**Gail Swenson**; Wendy Giebenk]
 - 1. Mayor outreach to Superintendent(s) to get information to students and parents – Homan sent 5/1

3. Media Relations
 4. Hispanic outreach
 5. Native American outreach
 6. Homeless outreach
 7. March Kick Off Celebration
 1. In March a special event, with non-profits, churches, ... at Coliseum to generate a buzz.
- ii. Funding from Census

D) Location(s) for Questionnaire assistance

- i. Central Library
- ii. Falls Community Health
- iii. Banquet
- iv. Walmart
- v. Morrells
- vi. Churches
 - 1. Ethiopian, Lady of Guadalupe, Islamic,
- vii. Group Homes
 - 1. Dakotabilities, Achieve, SE Mental health
- viii. Colleges
 - 1. Augustana, University of Sioux Falls

Indian Affairs

E) Media relations – video, PSA , press releases

- i. Get information out regarding
 - 1. Census 2010; community need; onto SiouxFalls.org, Ch. 16
 - 2. Employment opportunities; siouxfalls.org
 - 3.
- ii. Where, when, why--
http://2010.census.gov/2010census/about_2010_census/007625.html

Why fill out the census form?

Every household in the country will receive a questionnaire in 2010. To ensure an accurate and fair count of all populations at all geographic levels in the nation, the Census Bureau needs you or someone in your household to respond to the census questionnaire.

- **It's important.** – Census data affect funding for your community, your community's representation in Congress and your community leader's planning decisions. [More info.](#) . .
- **It's easy.** – The census questionnaire takes only a few minutes to answer and return by mail.
- **It's confidential.** – Your responses are protected by law (Title 13, U.S. Code, Section 9). All Census Bureau employees have taken an oath to protect confidentiality and are subject to a jail term, a fine – or both – for disclosing any information that could identify a respondent or household. [More info...](#)
- **It's required by law.** – The information you provide is combined with responses provided by your neighbors and other households across the country, to provide summary statistical data that are used by various local, state and federal agencies.

It's important

- **Census affects funding in your community**
Census data directly affect how more than \$300 billion per year in federal and state funding is allocated to communities for neighborhood improvements, public health, education, transportation and much more. That's more than \$3 trillion over a 10-year period. Spending just a few minutes to fill out your census form will help ensure your community gets its fair share of federal and state funding.
- **Census affects your voice in Congress**
Mandated by the U.S. Constitution, the census is also used to apportion seats in the U.S. House of Representatives and to redistrict state legislatures. [More information about the 2010 Census Redistricting Data Program.](#) . .
- **Census affects your representation in state and local government**
Census data are used to define legislature districts, school district assignment areas and other important functional areas of government.
- **Census informs your community's decisions**
The census is like a snapshot that helps define who we are as a nation. Data about changes in your community are crucial to many planning decisions, such as where to provide services for the elderly, where to build new roads and schools, or where to locate job training centers.

- iii. What?
 - 1. Posters, handouts,
 - 1. Various languages; Spanish,

F) Next Steps.

- i. Who should participate on each subcommittee?
 - 1. Contact those participants and host meetings
- ii. Next meeting
 - 1. Funding requests
 - 2. Mapping of current demographic areas
- iii.