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SALT LAKE CITY CORPORATION

OFFICE OF THE MAYOR

CITY COUNCIL TRANSMITTAL

David Everitt, Chief of Staff

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TO: Salt Lake City Council
JT Martin, Chair

DATE: January 6, 2010

FROM: Yolanda Francisco-Nez (x7734), Office of Diversity and Human Rights,
Coordinator

SUBJECT: Briefing on Salt Lake City's preparations for Census 2010

STAFF CONTACT: Yolanda Francisco-Nez (x7734)
Joanne Milner (x7738), Education Partnership Coordinator

DOCUMENT TYPE: Briefing

RECOMMENDATION: No action requested at this time.

BUDGET IMPACT: \$15,000 was appropriated by the City Council earlier this year to support Census efforts

PUBLIC PROCESS: See below.

BACKGROUND/DISCUSSION:

Briefing on Salt Lake City Census 2010

The following is a report to update City Council regarding preparations for Census 2010. It includes:

1. The City's role in the Census process;
2. The formation of the Complete Count Committee;
3. Funding sources;
4. Details on a public awareness campaign;
5. The project timeline; and
6. Brief discussion of the value of a City Demographer.
7. Responses to questions from Council staff regarding Census outreach information.

Exhibit A contains the Salt Lake City Census 2010 logo and Exhibit B contains the organizational chart.

1. The Role of Salt Lake City. The next Decennial Census will be taken in the year 2010. Political representation to the U.S. House of Representatives, the Utah State Legislature, and local governments is determined by this Census. Salt Lake City has agreed to be a government entity working in partnership with the United States Bureau of the Census.

An accurate Census is important to the City for several reasons:

- Sales tax is distributed at the State level based partly on population as determined by the Census;
- The results of the Census determine how more than \$300 billion in federal funds are distributed annually to state, local, and tribal areas;
- Redistricting for city council, state legislative seats, and school board districts is based on population information from the Census; and
- The results of the Census determine how Congress is apportioned.

In 2000, Utah missed a fourth Congressional seat by just 856 people, and an extensive court challenge ensued over the inability to count 11,000 Mormon missionaries from Utah who were living out of state. As significant, however, were the nearly 50,000 Hispanics then living in the State who were not counted at all. This undercount resulted not only in the loss of an additional Congressional seat, but more importantly in the loss of information that could have been used to help the City and State better serve all residents. To ensure that another undercount in Utah – and Salt Lake City in particular – does not occur, it is absolutely imperative that all residents, especially underserved ethnic minorities, regardless of their citizenship status or documentation, be identified and counted.

The primary role of Salt Lake City's partnership with the United States Bureau of the Census was to form a Complete Count Committee and work to bridge the community and the Census Bureau on geographic matters, outreach activities, and information centers.

2. Formation of the Complete Count Committee. In April 2009, Mayor Becker assigned Yolanda Francisco-Nez to be the project manager for the City's Census Complete Count Program. She is working as co-chair with Joanne Milner. In June 2009, Mayor Ralph Becker formed a Complete Count Committee (CCC). The CCC has 9 subcommittees: Government, Education, Diversity, Media, Religion, Community-based Organizations, Hispanic/Latino Community Advocates and Grass Roots Organizers, Business and Special Housing.

The primary goal of the CCC is to improve the response rate to the Census survey by utilizing local community and government leaders to develop and implement a locally-based outreach and awareness campaign.

The role of the Government Subcommittee is to bridge all gaps between the community and the Census Bureau on geographic matters, outreach activities, and information centers.

The role of the Education Subcommittee is to create census awareness programs for pre-kindergarten to college age students, coalesce with educational institutions, distribute Census Bureau Educational Programs information, and to encourage parents and college students to apply for Census jobs.

The role of the Diversity Subcommittee is to develop a public awareness campaign and encourage all diverse populations including ethnic minorities, refugees, people with disabilities and the LGBT community, to participate in the Census effort.

The role of the Media Subcommittee is to utilize all aspects (print and electronic) of the industry to inform, motivate and educate the City's residents regarding the importance of their rapid response and 100 % participation in the Census 2010.

The role of the Religion subcommittee is to form a cross-denominational coalition for the dissemination of Census information, inclusion of special announcements in church bulletins and sermons, hosting of Census awareness activities, and circulation of Census job opening bulletins.

The role of the Community-Based Organizations Subcommittee is to make the community aware of the many ways Census data are used to obtain funding for essential services and programs.

The role of the Hispanic/Latino Community Advocates and Grass Roots Organizers Subcommittee is to represent the largest ethnic minority population in the State of Utah.

The role of the Business Subcommittee is to encourage all area business to advertise the Census message in sales, advertisements, promotional materials and displays, and to sponsor Census 2010 community awareness activities.

The role of the Special Housing subcommittee is to assist in the location for counting purposes of shelters, soup kitchens, non-sheltered outdoor locations, group quarters, and other non-conventional housing facilities.

Subcommittees meet on a monthly basis and identify barriers to participation and create solutions to ensure a comprehensive count. The City's multicultural population is of particular interest to the Salt Lake City CCC. Census participation provides vital information for program creation and helps determine specific funding needs for communities.

3. Funding. In October 2009, Salt Lake City Council appropriated \$15,000 toward the Salt Lake City Census 2010 project. In November 2009, Salt Lake City submitted nine grant proposals to the US Census Bureau in Denver, Colorado. The amount of the request totaled \$26,991 for promotional products that will be used for outreach to hard-to-count populations. Grants identified target populations, barriers and a plan of actions. Currently, we are awaiting decision from Denver regarding funding for Salt Lake City.

4. Public awareness campaign. In December 2009, DPR Communications was hired to develop a public awareness campaign and target ethnic and minority populations including but not limited to:

- Hispanics/Latinos;
- The lesbian, gay, bisexual and transgender (LGBT) community;
- People with disabilities;
- Immigrants and refugees; and

- The homeless

The City's goals in hiring an agency for the Census 2010 project are:

1. Dispel misinformation about census involvement and provide a safe environment for a complete census count;
2. Create a communications plan to include:
 - Key messaging for a Salt Lake Census Complete Count Campaign;
 - Branding elements utilizing the current Census 2010 logo;
 - Creative ideas to effectively reach our target audience; and a
 - Six-month timeline for November 17, 2009 – April 17, 2010; and
3. Increase involvement of external partners and the community.

DPR's responsibilities include:

- Oversee team of agency and dedicated Mayor's Office member to execute plan;
- Work with the CCC Media Subcommittee to oversee success of campaign;
- Identify mechanisms for addressing messaging to non-English speaking populations;
- Manage the appropriation of funds to be in line with Federal mandates;
- Research local 2010 Census partners and create opportunities for involvement; and
- Outline ways to utilize schools, faith and community-based organizations in awareness efforts.

Expected deliverables include:

1. Develop a brand and graphics specific to Salt Lake City incorporating Census logos to translate the vision and mission of the program into products;
2. Create templates and public involvement forms to easily incorporate additional partners; and
3. Create and execute an effective public awareness campaign that results in a greater turnout and increased understanding of the safety and benefits of being counted in the Census.

5. The Proposed Timeline. The following is a preliminary schedule of events and deliverables.

December 2009

- Logo and branding presentation to subcommittee chairs, December 16, 2009
- Media subcommittee meetings are held to plan for the media breakfast that has been scheduled for January 14th (Location: Rose Park Elementary, Mayor will be in attendance)
- Develop Media Plan and identify media contacts
- Develop Toolbox for Subcommittees to use
 - Sample press releases and media advisories

- Sample letters to the editor
- Op-ed articles
- Flier templates
- General talking points
- 2010 Census PowerPoint presentation that can be adapted by the subcommittees
- Develop Community Events Calendar where information can be presented about the Census. Some events may include having a booth at an event such as the upcoming “Eve” Celebration. The subcommittees will identify key events.
- Subcommittees are asked to identify a person who can be a spokesperson to the media to explain why the census is important to the population they are representing.

January 2010

- Complete Count Committee meeting: January 9, 2009, 9:00-10:30 a.m. This will be a working meeting to identify community events in order for the subcommittees to begin scheduling presentations and hosting informational booths at those events. Toolbox will be introduced to the Complete Count Committee. Unveiling of social media tools and website.
- Media breakfast, January 14th at Rose Park Elementary (all subcommittee chairs will be invited to attend)
- Martin Luther King Celebrations, partner with already planned events to highlight the 2010 Census and the importance of participating
- Op-ed articles are being sent to the media for publication
- Letters to the editor are being sent and published
- Presentations to community groups begin and continue
- Community calendar is updated

February 2010

- Op-ed articles continue to be sent to the media for publication
- Letters to the editor continue to be sent and published
- Presentations to community groups continue
- Community calendar is updated on an ongoing basis
- Social media tools are being used and updated in order to continue momentum
- Community radio shows presentations (Subcommittees will be asked to participate)

March 2010

- Op-ed articles continue to be sent to the media for publication
- Letters to the editor continue to be sent and published
- Presentations to community groups continue
- Community calendar is updated on an ongoing basis
- Social media tools continue to be used
- Community radio shows presentations
- Editorial Boards presentations

April 2010 (Strategies still being developed)

- Community Celebration
- Media presence for Census Day has to be extremely high

- “Take Ten in 2010” on April 10

6. Discussion of the value of a city demographer. Demographers play a critical role in the development of important data that applies to various areas of significant decision making for Salt Lake City. The study of the characteristics of human populations, such as size, growth, density, distribution, and vital statistics allow us to track and record historical information such as births, marriages, deaths, employment, migration, and health, among others. Demographic information is critical to land use planning, economic development, and for securing state and federal funding.

In the mid 1970’s, the City hired Neil Olsen as a statistician/demographer working in the city’s Long Range Planning Division to help with data and statistics for the city’s master plans. Sometime around 1978, he was transferred to the city’s Policy and Budget Office, where he worked as the city’s demographer. This lasted until about 2004, when the position was eliminated and Neil was sent back to the planning staff. Last year, Frank Gray reconstituted the demographer position in the Housing and Neighborhood Development Division, and is now filled by principal planner Marilyn Lewis.

7. Responses to questions from Council staff regarding Census outreach information.

Question: Could you share with our office the expected timeline as to when you will have information such as cost/numbers associated with the 2010 census t-shirts or any other promotional items the City is considering for purchase so that he can present this to his Council colleagues for their consideration?

Sunny Tiburcio, Partnership Team Leader for the Denver Regional Office has been recently assigned by Regional Director Cathy Lacy, to collaborate with the Salt Lake City Complete Count Committee specifically because of a breakdown in communication with their Partnership Specialist in relaying correct information regarding with the application process and deadline. To correct this, Mr. Tiburcio and perhaps the Census Regional Director, plan to attend the City Council Briefing on January 19th regarding the Census update, and will identify promotional items that will be made available to Salt Lake City on a gratis basis in lieu of the \$27,000 grant funding request.

Question: When do you anticipate to have census educational information available that the Council could help distribute to their constituents?

See timeline identified above.

Question: Please provide details about the Media Breakfast on January 14th, at Rose Park Elementary School?

The Media Breakfast will be held Thursday, January 14th from 9:00 A.M. to 10:00 A.M. at Rose Park Elementary - Community Learning Center. On the agenda, Mayor Becker will provide brief comments and address the importance of the Census. Senator Luz Robles, District 1, will also speak briefly and focus on participation of hard-to-count populations, especially Hispanic/Latino constituencies. Following these remarks two

spokespersons from Salt Lake City's Census Subcommittee will share how essential a complete count is to critical program funding.

Question: Could you provide some clarity on potential coordinating efforts with the county and state agencies on the census communication efforts?

Salt Lake City Census Complete Count Committee has been recognized by the Regional Office as taking the lead role in the State of Utah for Census efforts. We approached the County Census to consider joint efforts on joint marketing efforts. They were interested, but unwilling to allocate any money. Although there is not coordinated marketing campaign, we continue to encourage their participation on the Government Subcommittee from both state and county levels. The Government Subcommittees' role is to bridge all gaps between the community and the Census Bureau on geographic matters, outreach activities and information centers.

Exhibit A: Salt Lake City Census 2010 logo



Exhibit B: Salt Lake City Census 2010 Organizational Chart

