

Memorandum



DATE September 25, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT 2010 Census Status Update

On Tuesday, September 29, 2009, you will be updated on the 2010 Census Status. The briefing material is attached for your review.

If you have questions or need additional information, please let me know.

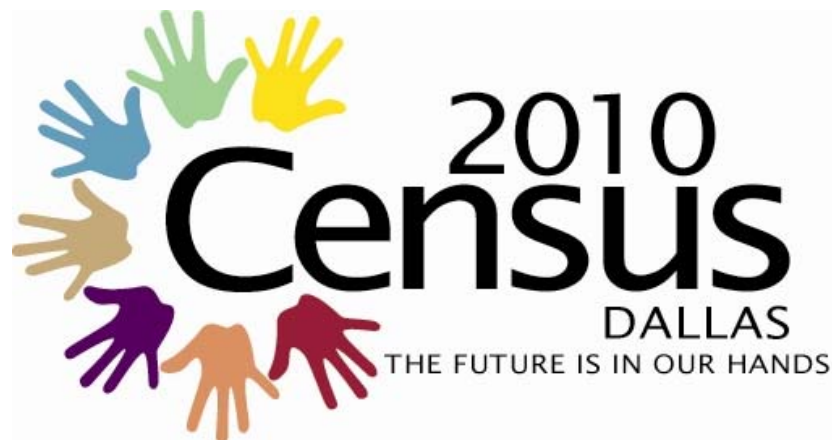


Forest E. Turner
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager

2010 Census Status Update

City of Dallas, Dallas Mayor's Complete Count
Committee, and Census Bureau
Efforts, Activities, and Accomplishments

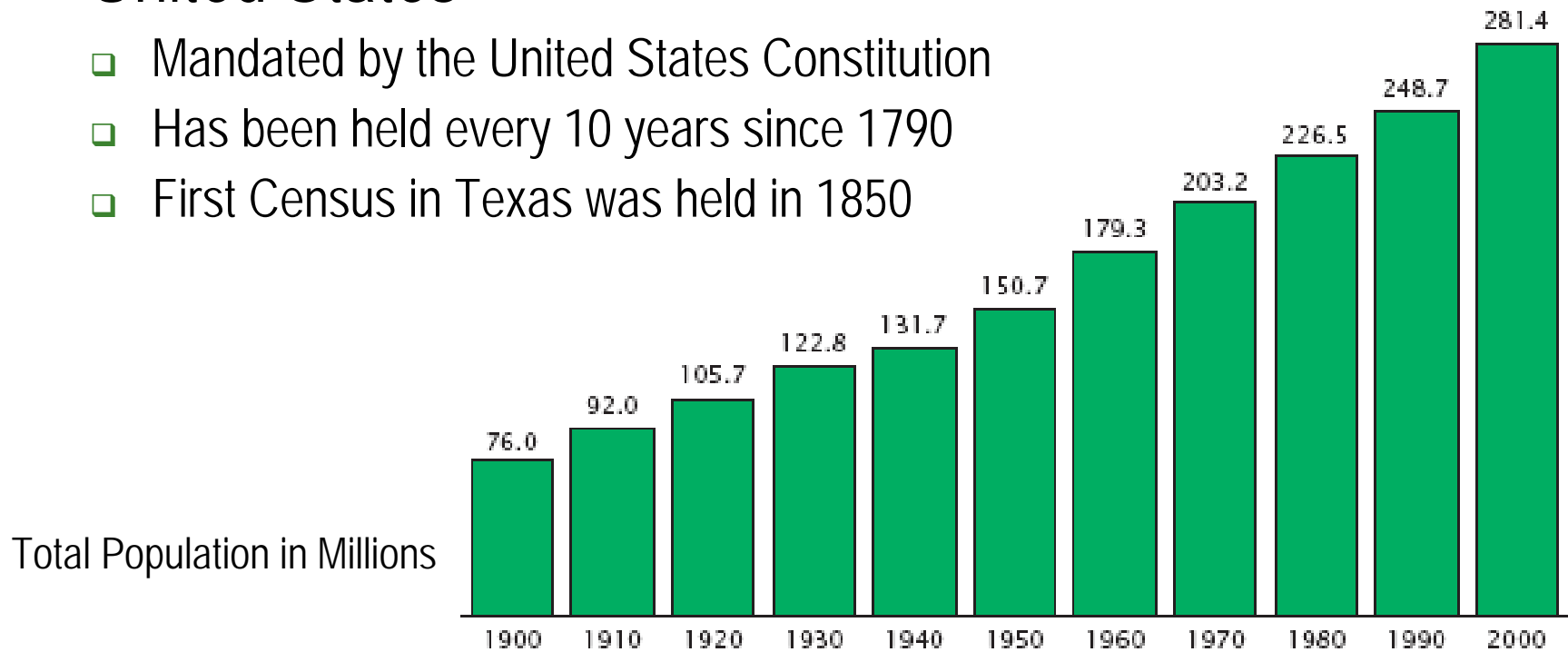


Purpose

- Census background information
- What Census data means to Dallas
- 2010 Census challenges
- 2010 Census updates
 - City of Dallas
 - Dallas Mayor's Complete Count Committee
 - US Census Bureau
- Call To Action

Decennial Census Facts & History

- The Census is a count of everyone living in the United States
 - Mandated by the United States Constitution
 - Has been held every 10 years since 1790
 - First Census in Texas was held in 1850



Source: U.S. Census Bureau, decennial census of population, 1900 to 2000.

Decennial Census Facts & History (cont)

| | Estimate 2008 | 2000 | 1990 |
|-----------------|------------------|-------------|-------------|
| United States | | | |
| Population | 304,059,724 | 281,421,906 | 248,709,873 |
| State of Texas | Estimate 2008 | 2000 | 1990 |
| Population | 24,326,974 | 20,851,820 | 16,986,510 |
| Dallas (County) | Estimate 2008 | 2000 | 1990 |
| Population | 2,412,827 | 2,218,899 | 1,852,810 |
| Dallas (City) | Estimate 2008 | 2000 | 1990 |
| Population | 1,279,910 | 1,188,580 | 1,006,877 |

Decennial Census Facts & History (cont)

- Census data is used for legislative purposes
 - City municipalities use Census totals to redraw council districts
 - States use Census totals to redraw legislative districts
 - The population totals from the Census determine the number of seats each state has in the House of Representatives

Decennial Census Facts & History (cont)

- As a result of the 2000 Census
 - 8 states gained congressional seats
 - Arizona (+2), California (+1), Colorado (+1), Florida (+2), Georgia (+2), Nevada (+1), North Carolina (+1), Texas (+2)
 - 10 states lost congressional seats
 - Connecticut (-1), Illinois (-1), Indiana (-1), Michigan (-1), Mississippi (-1), New York (-2), Ohio (-1), Oklahoma (-1), Pennsylvania (-2), Wisconsin (-1)

| State | 2000 Apportionment Population | | | Number of Representatives | | | | | | | | | | |
|------------|-------------------------------|---------------------|-----------------|---------------------------|------|------|------|------|------|------|------|------|------|------|
| | Total | Resident Population | US Pop Overseas | 2000 | 1990 | 1980 | 1970 | 1960 | 1950 | 1940 | 1930 | 1920 | 1910 | 1900 |
| US Total | 281,424,177 | 280,949,847 | 574,330 | 435 | 435 | 435 | 435 | 435 | 439 | 435 | 435 | 435 | 435 | 391 |
| California | 33,930,798 | 33,871,648 | 59,150 | 53 | 52 | 45 | 43 | 38 | 30 | 23 | 20 | 22 | 22 | 8 |
| Texas | 20,903,994 | 20,851,820 | 52,174 | 32 | 30 | 27 | 24 | 23 | 22 | 21 | 21 | 18 | 18 | 16 |
| New York | 19,004,973 | 18,976,457 | 28,516 | 29 | 31 | 34 | 39 | 41 | 43 | 45 | 45 | 43 | 43 | 37 |

Decennial Census Facts & History (cont)

- Census data determines annual federal funding allocations to states and cities
 - 2000 Census: Estimated annual federal distribution of \$300 Billion
 - 2010 Census: Estimated annual federal distribution of \$400 Billion
 - Potentially equal to \$4 Trillion over a 10-year period leading to the 2020 Census

2010 Census: What it means to the city of Dallas

- Federal dollars received as a result of Census enumeration help fund
 - Emergency food & shelter
 - Community Development
 - Public transportation
 - Road rehabilitation & construction
 - Programs for elderly
 - Head Start programs
 - Title 1 grants to educational agencies

2010 Census: What it means to the city of Dallas

- City of Dallas departments utilize Census data
 - Office of Emergency Management:
 - Some Homeland Security grants are based on population
 - Department of Park and Recreation
 - The number of children reported in an area is used to determine if play structures or other youth oriented equipment should be installed
 - Many grant applications require detailed information about the neighborhoods served and the number of people impacted by a potential project. Census data provides information on income levels, racial make-up, age distribution, total population, and education level which is used to fulfill grant requirements and justify projects.
 - Library Services
 - Census data is used determine educational program needs in service areas such as GED and literacy courses.

Homeless and Emergency/Transitional Shelter Population Trends

Texas – Total Homeless Population

| | 1990 | 2000 |
|-------|-------------|-------------|
| Texas | 7,816 | 7,608 |

Texas – Homeless Population by Gender (2000)

| | Under 18 | Over 18 |
|-----------------|-----------------|----------------|
| Males (4,927) | 918 | 4,009 |
| Females (2,681) | 860 | 1,821 |

Texas – Cities with 100,000 or More Pop. with 100 or More People in E&T Shelters (2000)

| | Under 18 | Over 18 |
|-----------------------|-----------------|----------------|
| Dallas (1,321) | 165 | 1,156 |
| Houston (1,310) | 323 | 987 |
| San Antonio (801) | 216 | 585 |
| Fort Worth (602) | 73 | 529 |

Source: U.S. Census Bureau, 2008 Population Estimates, Census 2000, 1990 Census

Quality of Life Highlights: Counting Persons Experiencing Homelessness

- Census Bureau identifies all “**Service Locations**” that accommodate homeless individuals and families
- This information is Compiled into a database and provided to local Census officials

Section 2 – SERVICE LOCATIONS WORKSHEET

If you have more than six (6) entries, please make additional copies of this worksheet.

| | | | |
|---|-------------|---|----------|
| A. TYPE OF FACILITY/SERVICE & Check the one that best describes this service (see definitions). <input type="checkbox"/> No service locations to report <input type="checkbox"/> Soup Kitchen <input type="checkbox"/> Emergency and Transitional Shelter <input type="checkbox"/> Regularly Scheduled Mobile Food Van | | | |
| B. NAME OF FACILITY/SERVICE | | | |
| C. STREET ADDRESS OF FACILITY/SERVICE | | | |
| House number | Street name | Apartment/Unit number | |
| City | | State | ZIP Code |
| County, parish, or borough name | | | |
| D. MAILING ADDRESS – Disregard if this address is the same as the street address | | | |
| E. PHYSICAL LOCATION – Enter only if no house number/street address is available | | | |
| F. Name of facility contact person | | Phone number of facility contact person – include area code | |

| | | | |
|---|-------------|---|----------|
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| F. Name of facility contact person | | Phone number of facility contact person – include area code | |

Quality of Life Highlights: Counting Persons Experiencing Homelessness (cont)

■ Service Locations

- ❑ Emergency and transitional shelters
- ❑ Soup kitchens
- ❑ Regularly scheduled mobile food vans
- ❑ Non-shelter outdoor locations

Quality of Life Highlights:

Counting Persons Experiencing Homelessness (cont)

- The Census Bureau
 - Compiles a database of all Service Locations that is provided to local Census officials

- Local Census Bureau Representatives
 - Visit/contact sites to verify their existence and categorize

 - Mobilize for a 3-day operation to count all persons experiencing homelessness that are located at one of the previously identified service locations on that day
 - Group Quarters Count: March 29 – May 14, 2010
 - Homeless Count: March 29 – 31, 2010

2010 Census Challenges

- Confidentiality Concerns
- Perception of time commitment
- Mail response rate
- Hard To Count (HTC) Census Tracts
- Language barriers

Challenges: Confidentiality Concerns

- Census questionnaire responses are protected by law and are kept strictly confidential
 - Per U.S. Code: Title 13, Section 9
 - Information released after 72 years
- No court of law nor the President of the United States can access individual responses
- Personal information, including legal status, **IS NOT** shared with other federal agencies, state officials, or local authorities
- Census Bureau Employees
 - Must pass rigorous security and employment reference checks
 - Are subject to a \$250,000 fine and/or 5 year prison term for breaking confidentiality

Challenges: Perception of Time Commitment

- In the past, the decennial Census included randomly selected individuals receiving the 50 question “long form”
- The long form is now part of the annual *American Community Survey*
- The 2010 Census will only utilize the “short form”
 - All questionnaires will consist of 10 easy questions

Challenges: Mail Response Rate

| Geographical Location | 1990 | 2000 |
|-----------------------|------|------|
| United States | 65% | 67% |
| Texas | 61% | 64% |
| Dallast County | 60% | 65% |
| City of Dallas | 57% | 62% |

Source: U.S. Census Bureau, 2008 Population Estimates, Census 2000, 1990 Census

- **2010 Census Dallas Mail Response Rate Goal: 70%**
- **When Census questionnaires are completed and returned by residents**
 - The information is likely to be more accurate
 - Enumerators will not have to physically visit the dwelling for follow-up
 - A more accurate snapshot of the community is taken

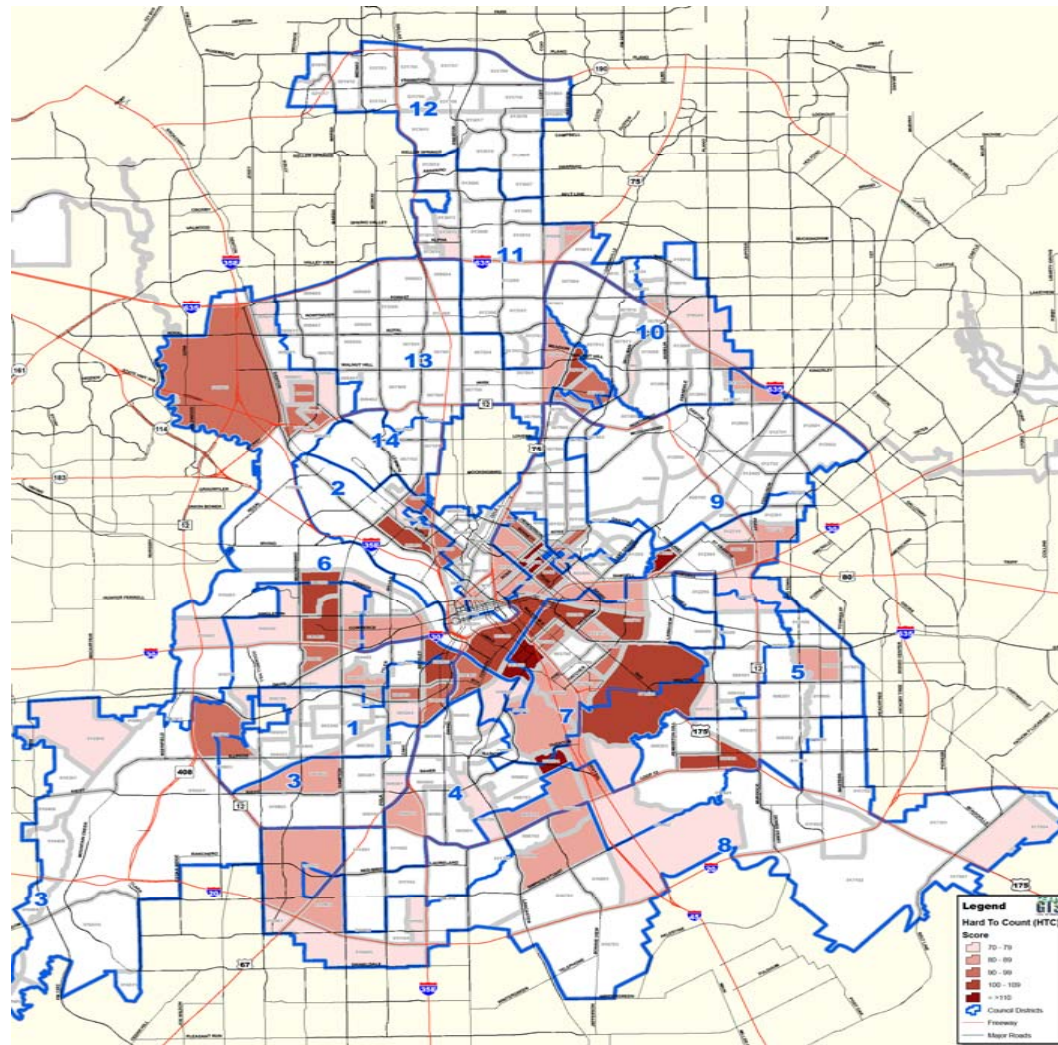
Challenges: Hard To Count (HTC) Census Tracts

- HTC Criteria
 - A Hard To Count score summarizes the attributes of each census tract in terms of enumeration difficulty.
 - A total of 12 variables correlated with nonresponding households and undercounting were used to derive the HTC score (see appendix for list of variables)
 - Any census tract with a score of 70 or above is considered hard to count

- Dallas County Census Tracts: 488

- HTC Census Tracts
 - Dallas County: 108
 - Dallas (city): 88
 - 3 shared with other cities: DeSoto (CT016605), Garland (CT018504), and Farmers Branch (CT009900)

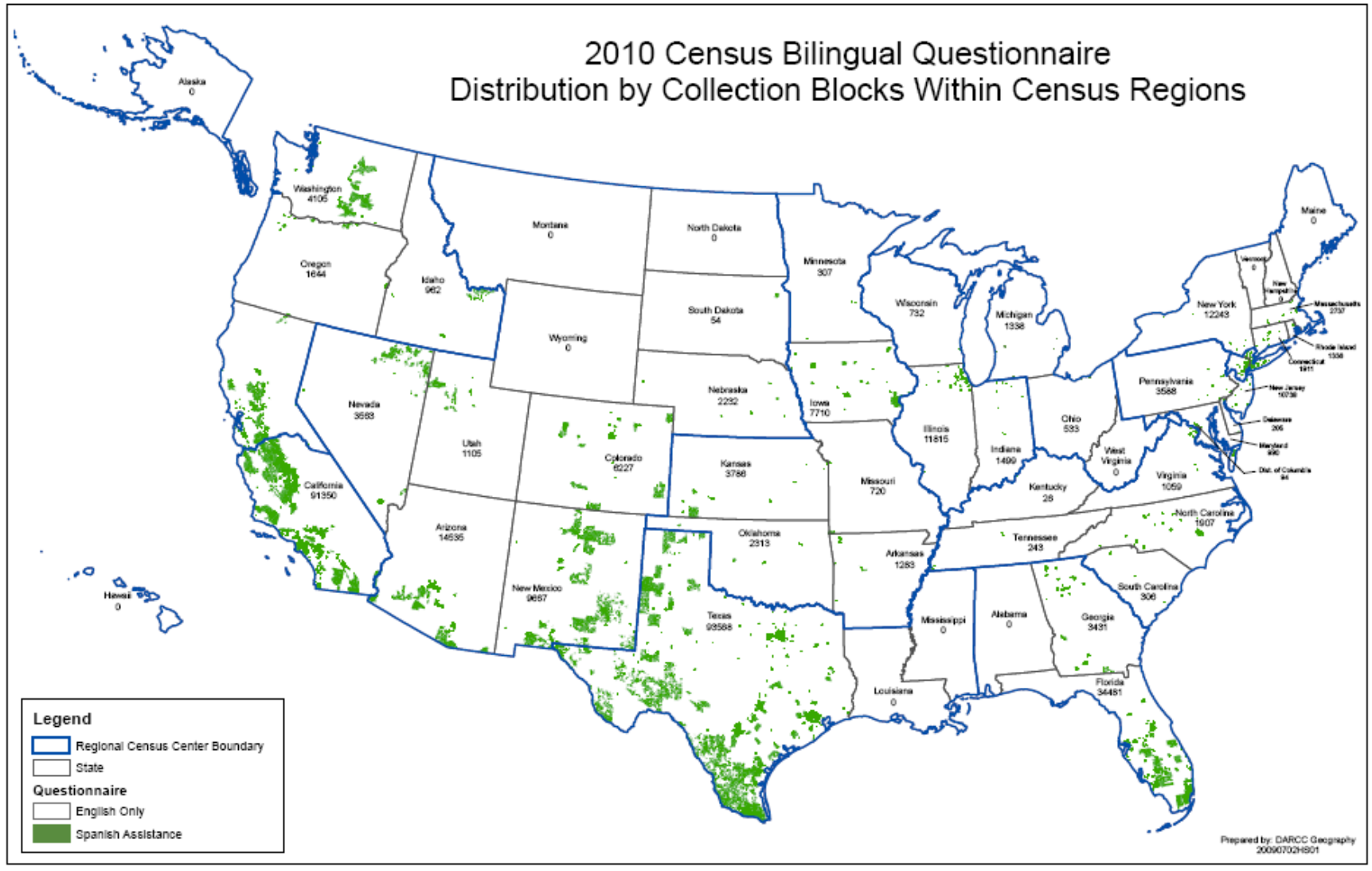
Dallas Council District HTC Map



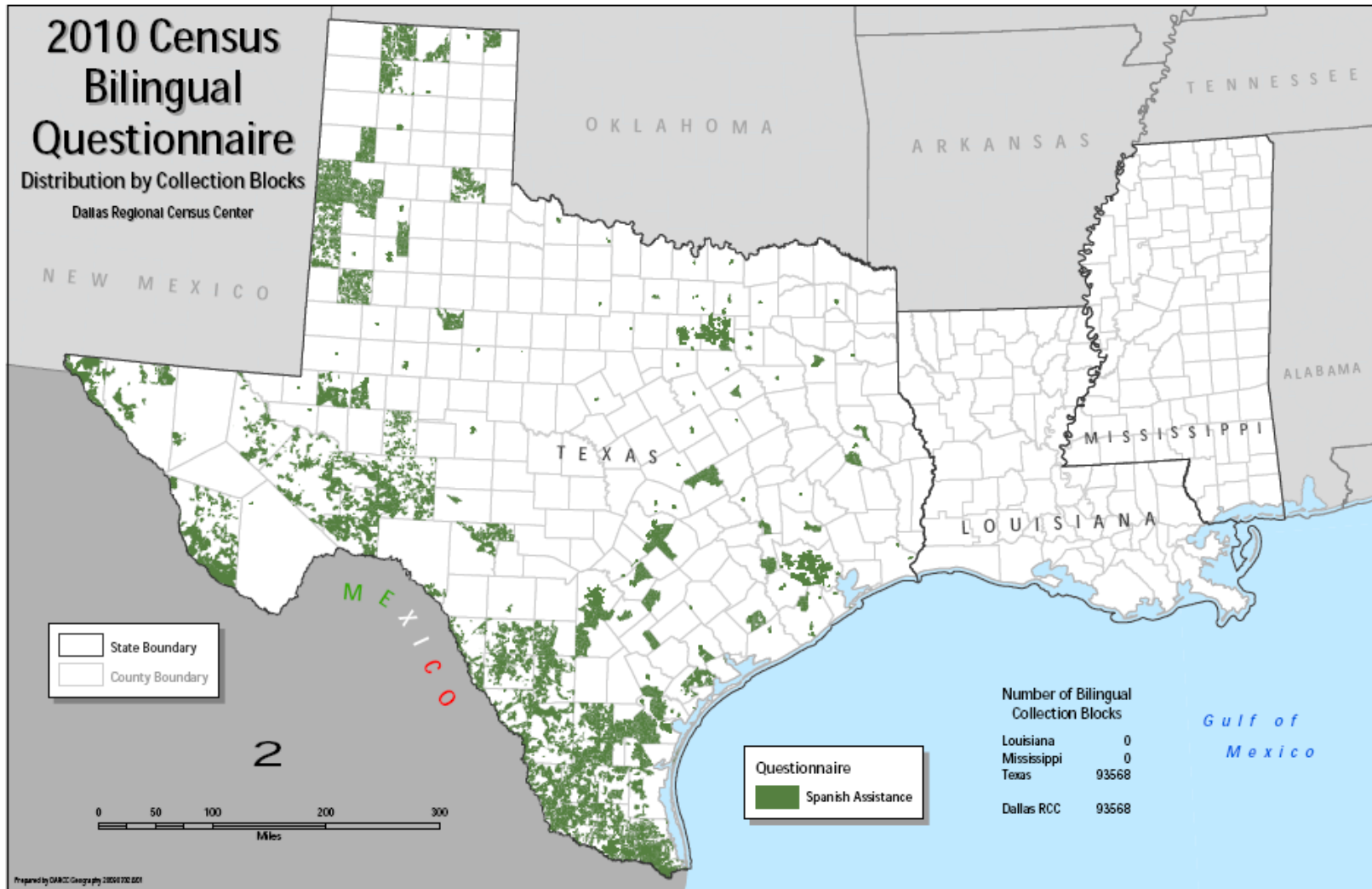
Challenges: Language Barriers

- Census forms will be mailed in English and Spanish
 - Forms will be available in 4 additional languages
 - Assistance will be available in 59 languages
- Dual-Language (English/Spanish) Forms
 - Census Bureau Plan of Action: send dual-language forms to Census Tracts reporting 20% or more primarily Spanish speaking residents.
- Dallas County Census Tracts : 488
- Census Tracts Reporting 20% primarily Spanish Speakers
 - Dallas County: 54
 - Dallas (city): 35

Dual Language 2010 Census Questionnaires



Dual Language 2010 Census Questionnaires



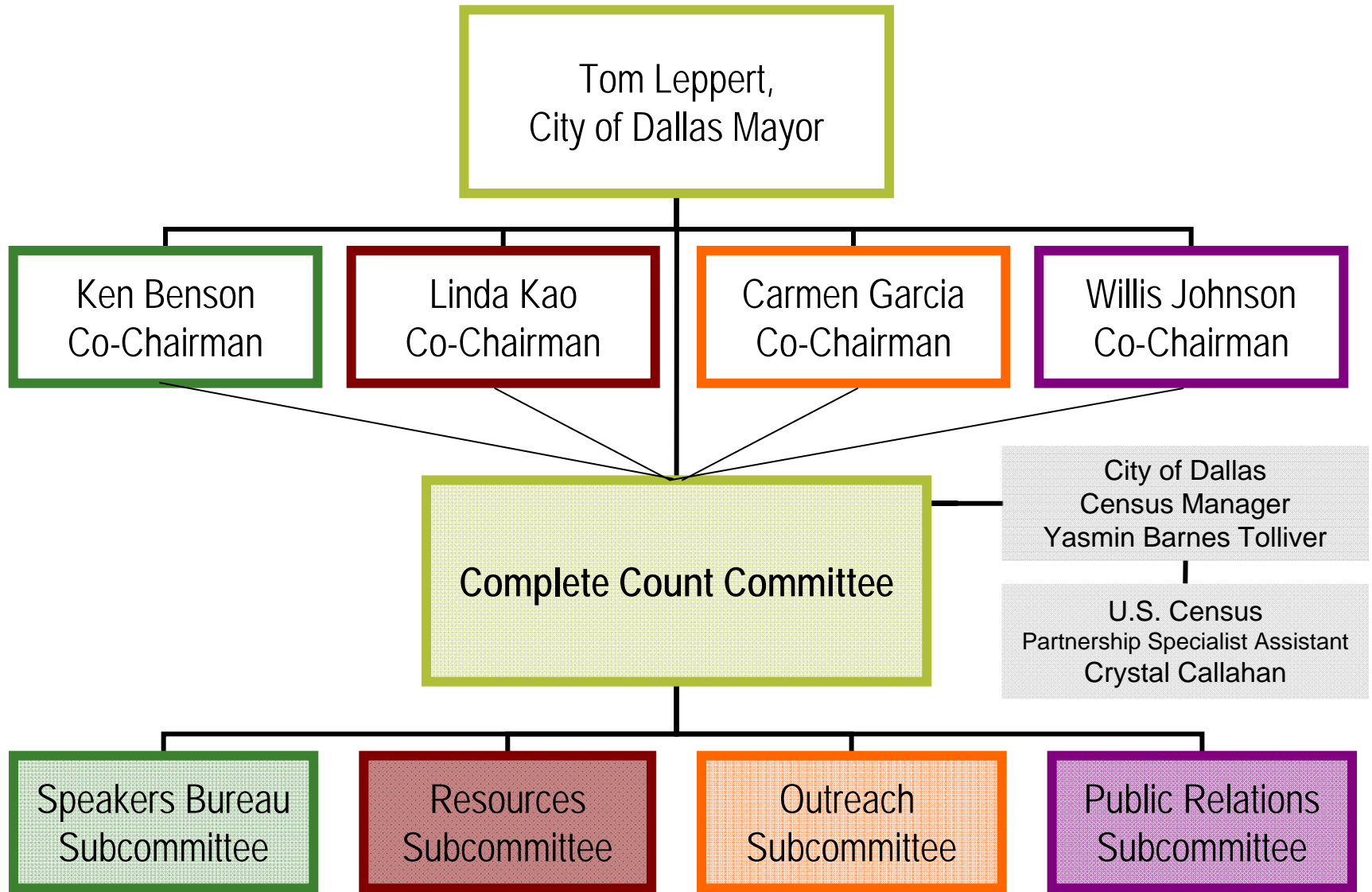
City of Dallas Efforts

- Creation of Complete Count Committee (CCC)
 - Standing Meetings: 2nd Thursday of each month, 8am
- FY 09/10 budget considerations for 2010 Census awareness efforts
- Dedicated personnel
 - Establish a working relationship with the local Census Bureau
 - Work closely with and support the activities of the CCC
 - Develop and foster partnerships in and around Dallas
 - Community organizations (HOA, Crime Watch groups)
 - Government agencies
 - Educational institutions
 - Faith-based organizations
 - Business community
 - Professional and social organizations
- Dallas 2010 Census Webpage

Mayor's Complete Count Committee (CCC)

- The CCC was established by Mayor Tom Leppert to increase 2010 Census awareness and motivate residents to respond
- The CCC consists of volunteers representing faith based/community/non and for profit organizations, the education and business community, chambers of commerce and major corporations
- Purpose
 - Lead local outreach efforts that publicize the importance of the 2010 Census
 - Utilize CCC member knowledge, expertise, and influence to design and implement a census awareness campaign targeting all communities within the city of Dallas
 - Make a special effort to reach out to historically Hard to Count areas and populations to decrease the chance of an inaccurate or under count

City of Dallas Complete Count Committee



Mayor's Complete Count Committee (cont)

■ Goals

- Increase the response rate in HTC Census tracts in Dallas
- Increase the Census questionnaire mail response rate for Dallas (city) to 70%
 - Stretch goal of 75%
- Foster partnerships with community groups and corporations to reach all Dallas residents
 - Secure a commitment of partnership to promote the 2010 Census
 - Secure donations (both monetary and in-kind)
- Establish and maintain a presence in every district to ensure that Census promotion reaches all communities
- Work closely with the COD 2010 Census staff and the Census Bureau

Mayor's Complete Count Committee (cont)

- Committee Activities and Outreach Efforts
 - Press Events
 - Dallas Arts Festival
 - National Urban League Economic Empowerment Tour Career Fair
 - CCC Partnership Drive
 - UniverSoul Circus
 - Mayors Back to School Fair
 - Viva Dallas Expo
 - Dallas Homeowners League Conference
 - Tulisoma Festival
 - Back Pack Bash
 - Hispanic Heritage Celebration
 - National Night Out

Mayor's Complete Count Committee (cont)

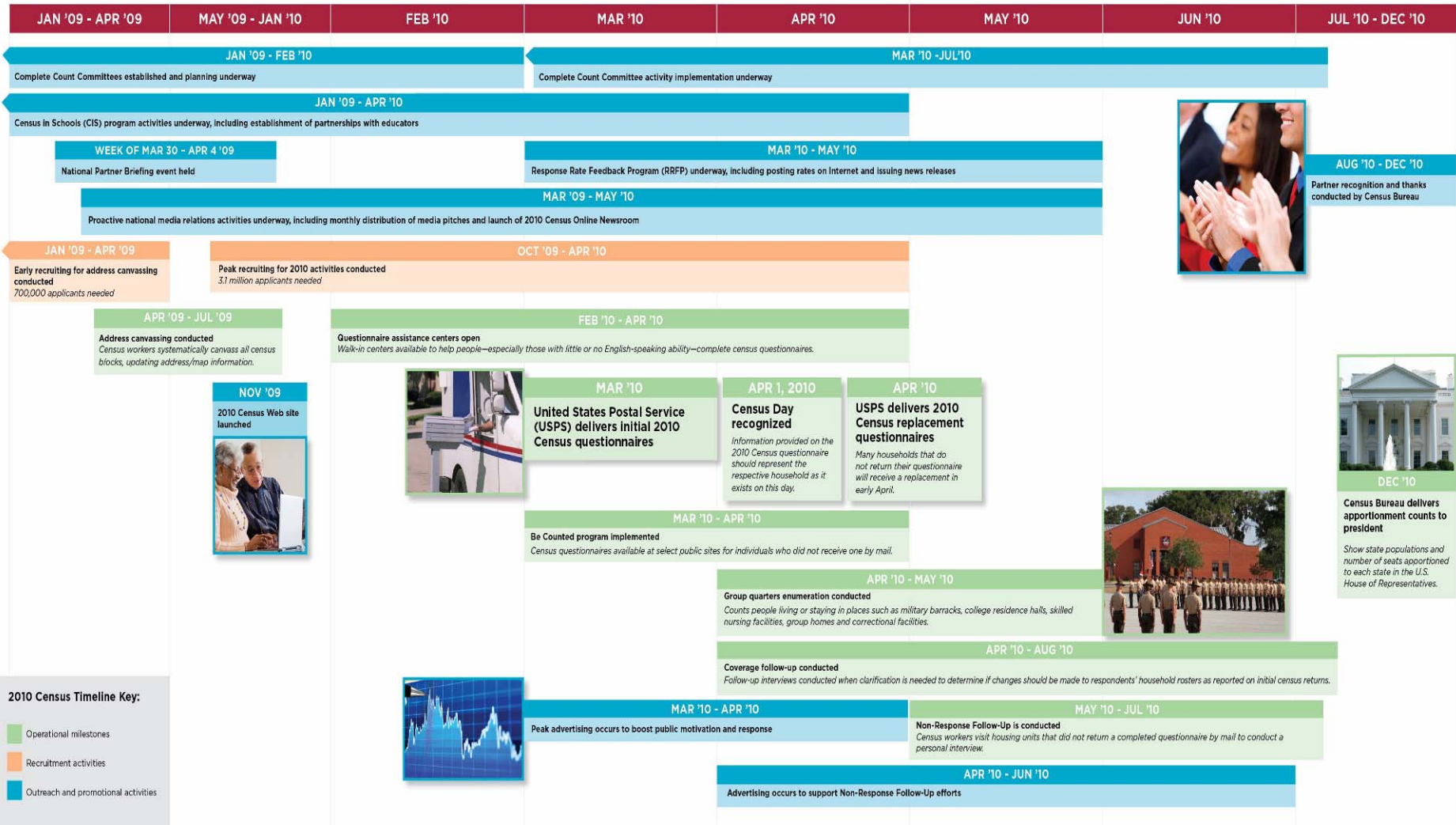
■ Partnerships

- ❑ United States Census Bureau
- ❑ Administration for Children & Families
- ❑ City of Dallas Departments
- ❑ Dallas County Community Colleges
- ❑ Dallas ISD
- ❑ dfwRealtors
- ❑ Greater Dallas Hispanic Chamber of Commerce
- ❑ Metropolitan Dallas Alumnae Chapter: Delta Sigma Theta
- ❑ Texas Municipal League
- ❑ Urban League of Greater Dallas
- ❑ USDA
- ❑ Visiting Nurses Association

Mayor's Complete Count Committee (cont)

- Continued Efforts/Upcoming Events
 - Media Campaign
 - PSA utilizing local celebrities and familiar faces of Dallas
 - Billboard advertisements
 - Community Awareness Events
 - Census Sunday
 - Dallas We Count Walk
 - Citywide Census Pep Rallies
 - Participation in all community fairs/activities possible
 - Partnership Drives
 - Faith-Based Organizations: October 15
 - Business Community: November 17
 - Community Groups: December 8
 - Elected Officials: TBA

Census Bureau Time Line



Call To Action

- Dallas City Councilmembers can
 - Encourage **ALL** Dallas residents to complete the 2010 Census questionnaire
 - Encourage people without conventional housing to make sure they are counted
 - Support Complete Count Committee activities
 - Provide information in your newsletters, email blasts, and community mailings
 - Encourage presentations at all community, HOA, BA, and Crime Watch meetings in your district
 - Include a Census logo on your email signature
 - Provide Census Web links on your Web site
 - Host at least one Census event in your District

Mention the 2010 Census in Your District

10 minutes

to answer

10 questions

that will directly affect the next

10 years of your life!

The **2010 Census** is

Easy

Safe

&

Confidential

Remember the 2010 Census Core Message

- **It's Easy:**

- Shortest questionnaire in Census history
- Only ten questions
- Will take approximately 10 minutes to complete

- **It's Important:**

- Remember that Census Day is April 1, 2010
- Census data will directly affect how \$400 billion of federal funding is allocated
- The census provides a snapshot of the nation and our city

- **It's Safe:**

- Answers are protected by law and strictly confidential
- Information collected is used for statistical purposes only

APPENDIXES

Commonly Used Census Terms

- **Apportionment** – Process to determine number of representatives to which each state is entitled
- **Be Counted Site** – A location where individuals who did not receive one can obtain a census questionnaire
- **Census Day** – A reference date for collecting data
- **Differential Undercount** – Refers to undercounting of specific “hard to count” populations generally difficult to count during the census
- **Group Quarters** – A census operation to count people living or staying in places such as college residence halls, skilled nursing facilities, group homes, military barracks, or correctional facilities
- **Mail Response Rate** – The percentage of households who upon receiving it, fill out their questionnaire and return it in a timely manner. Considered to be the most accurate information
- **Non-Response Follow Up** – A census operation where census workers (enumerators) conduct interviews with those households who did not return their questionnaire

Hard To Count Variables (mentioned on slide 17)

| No. | Variable | Description |
|------------|-------------------|--|
| 1 | Pct Vacant | Vacant Housing Units |
| 2 | Pct 2+ Multi Unit | Multi Unit 2+ in Structure |
| 3 | Pct Renter | Renter-occupied unit |
| 4 | Pct Crowded | Units with more than one person per room |
| 5 | Pct No H/W HH | Not Husband/Wife Household |
| 6 | Pct HU No Phone | Housing Unit Without a Telephone |
| 7 | Pct Not HS Grad | Not High School Grad (no diploma) |
| 8 | Pct Poverty | Persons Below Poverty Level |
| 9 | Pct Pub. Assist | Receiving Public Assistance Income |
| 10 | Pct. Unempl. | Unemployed |
| 11 | Pct Ling Iso HH | Linguistically Isolated Household |
| 12 | Pct Move | Households that have moved in the past 12 months |