



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 06/08/99
AGENDA ITEM _____
WORK SESSION ITEM WS#2

TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: Proposed Census 2000 Outreach Program

RECOMMENDATION:

It is recommended that the City Council review the proposed Census 2000 Outreach Program as described in this report and provide staff with comments as appropriate.

DISCUSSION:

On April 1, 2000, the United States will once again embark on the formidable task of counting each person residing in the nation. As required by the Constitution, and as it has every ten years since 1790, the decennial census provides the basis for determining the composition of the U.S. House of Representatives, and more recently, state legislatures. In addition to this mandate, the Census provides a snapshot of America: who we are and where we live. Governments at every level will use data gathered in Census 2000 to make decisions about where to locate schools, health care facilities, community service centers, new roads, or public transportation facilities. The quality of these decisions depends in large part on the accuracy of the census.

BACKGROUND:

Census Bureau preparations are well underway for Census 2000. In addition to technical and logistical preparations, the Bureau is seeking to create a greater public awareness of the importance of the Census through a national advertising campaign. At the federal level, the private advertising firm of Young and Rubicam has been retained to conduct a campaign to promote Census 2000. With a budget of \$70 million, the firm will launch its campaign across all audiences between February and May of 2000. At the lower levels, the Bureau is relying on partnerships with state, county and local governments to help ensure a complete count.

A complete count has become even more important now that the U.S. Supreme Court has ruled that the Census Bureau cannot use statistical sampling to count the population for purposes of determining Congressional reapportionment among the states. It remains uncertain at this point whether the use of sampling techniques will be permitted in the development of population statistics for the allocation of federal and state funds for various transportation and entitlement programs.

Importance of Census to Hayward

An accurate and complete count means that Hayward will be assured of receiving the maximum amount of funding to which it is entitled through per capita allocations from various federal and state programs. Some cities in California have estimated that at least \$100 in per capita distribution of state revenue is lost annually for each person not counted in the 1990 Census. The Census Bureau estimate of the undercount in Hayward in 1990 was 3,222, or 2.8% of the city's total population. Assuming the \$100 per capita ratio, this undercount would translate into a loss of over \$3.2 million through the distribution of state revenues over the last ten years.

The Census Bureau has estimated that the loss of potential revenue could reach as high as \$500 per person when other potential funding sources are included. Funding allocations through some of these programs can also be affected by the differential undercount, or the undercounting of different groups within the general population by different amounts. The Census Bureau has estimated the 1990 undercount in Alameda and Contra Costa counties at 8% for the African-American population, 4.5% for the Hispanic population, and 1% for the Caucasian population.

Early indications of the potential for an undercount are provided by the initial non-response rates to the mail-out questionnaire. The Census Bureau has stated that on a nationwide basis, only 65% of the population returned census forms sent to them in 1990. This represents an overall initial non-response rate of 35%. Initial non-response rates for each census tract in Hayward are shown in Attachment A. Census tracts with the highest initial non-response rates in 1990 are located in the Harder-Tennyson, Downtown, Mission-Foothills, Jackson Triangle, Burbank, and Mission-Garin neighborhoods. Only ten census tracts had rates that were higher than the national average, with the highest at 49%. Twenty census tracts had rates below the national average, with the lowest at 18%. Overall, initial non-response rates for census tracts in Hayward were generally lower than those in Oakland, yet slightly higher than those in the southern and eastern portions of Alameda County.

Progress to Date

In August of 1998, the City Manager established a staff-level working group, also known as the Census 2000 Committee, which is composed of representatives from various city departments. The primary mission of this group has been to develop an overall outreach approach for the Hayward community that outlines proposed strategies, identifies available resources, and includes a plan of action to implement those strategies. In addition, members of the Census 2000 Committee have assisted the Census Bureau in the implementation of other ongoing programs. These programs are summarized below.

Technical Reviews. City staff has participated in the Local Address Review program to help ensure that the mailing list used by the Census Bureau to send out census questionnaires is as complete and accurate as possible. Staff has also participated in the County Statistical Areas Review program to ensure that city, census tract and block boundaries are accurate and allow for the tabulation of reliable small area data. Staff will be working with the Bureau to complete these reviews during the remainder of this year.

Recruitment Assistance. City staff has also assisted the Census Bureau in its recruitment and training efforts by placing information in the city employees' newsletter, posting notices of available jobs, and providing space for job testing and training programs. The Public Information Officer, Personnel Department, and the Main Library will continue to cooperate with the Census Bureau on related outreach efforts throughout the various phases of this process.

Overall Outreach Approach

The Census 2000 Committee has been meeting periodically to develop an overall approach for the community outreach program. As part of this effort, the committee has prepared a draft work plan that includes a general timeline for implementation of the outreach program together with suggestions for the types of specific activities that could be undertaken. Elements of this approach are summarized in the following paragraphs.

Goals. The Census Bureau has established two major goals for Census 2000. One is to reduce the non-response rate for the mail-out questionnaire. The other is to reduce the differential undercount among minority communities. Clearly, if the initial non-response rate can be reduced, then more time will be available for Census Bureau field workers to focus on those communities most susceptible to being undercounted. Consequently, the overall outreach approach in Hayward proposes to focus on these same objectives.

Organization. The Census Bureau is currently working to establish "complete count committees" at the county and regional levels as well as the local level. Staff is proposing the formation of a local "Complete Count Committee" to assist with an overall outreach effort. The Complete Count Committee would largely be composed of interested members of the neighborhood plan task forces, with City staff serving in a support capacity. As appropriate, individuals from the community, including representatives from HARD, HUSD and community-based organizations, would be asked to lend assistance as well. The Complete Count Committee would meet in the fall to formulate goals for the outreach campaign and continue to meet on a monthly basis to refine plan objectives and coordinate implementation of specific strategies.

Major Objectives and Timeline for Implementation

The overall timeline for the outreach program includes three distinct phases. The focus of each phase, as well as examples of activities to be undertaken, are summarized in the following paragraphs.

Phase I (September 1999 - December 1999). Activities during Phase I concentrate on defining specific outreach objectives and mobilizing awareness and support within neighborhood associations and community-based organizations. One of the first steps would be to appoint the Complete Count Committee to define goals for the overall outreach program and to develop the implementation plan. A major objective is to utilize existing information dissemination networks as much as possible during the outreach campaign (Chamber of Commerce, libraries, neighborhood groups, community-based organizations, schools, Explorers, etc.). For example, staff would seek to establish a speakers bureau and assist in scheduling speaking engagements at meetings of community organizations and neighborhood groups. In addition, staff would seek to

involve community dignitaries in public service announcements in local news media. Another objective would be to work with the Rental Housing Owners' Association and other rental property managers on ways to ensure that tenants receive Census forms and to encourage a prompt response. Staff would also work with local organizations to tailor outreach programs and literature to population groups with special needs that are particularly vulnerable to being undercounted (the homeless, non-English speaking persons, recent immigrants, etc.). Another cooperative effort would involve working with the County Superintendent of Schools to encourage the use of *Census in the Schools* materials by local school districts and their incorporation in lesson plans as appropriate.

Phase II (January 2000 – March 2000). Activities in Phase II focus on creating greater awareness through the schools and generating more intensive publicity leading up to Census Day. During this phase, staff would work with the libraries, local school districts and parochial and private schools to coordinate poster contests in conjunction with the delivery of educational awareness modules in the classrooms. Another objective would be to establish local centers for dissemination of census outreach information to special population groups, including churches, health clinics, senior centers, day care centers, and other agencies working with target populations. City staff could promote awareness of the Census through utility bill inserts, bookmarks with library checkouts, paychecks, grocery store bags, organizational newsletters, web site coverage, etc. Staff would also explore the availability of libraries and other public facilities as sites for Be Counted and Questionnaire Assistance programs, and recruit volunteers to staff these centers.

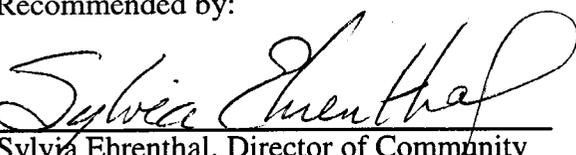
Phase III (April 2000 – June 2000). Activities in Phase III primarily involve follow-up work in targeting those areas or communities that have high initial non-response rates. For example, it may be appropriate to urge participation in responding to the Census through local churches and religious organizations and through organizational newsletters. Also, efforts could be made to recruit personnel for a telephone campaign emphasizing the importance of the Census to the community and urging residents to return the Census form.

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Attachment A: 1990 Initial Non-Response Rates by Census Tract and Neighborhood

**1990 INITIAL NON-RESPONSE RATES
BY CENSUS TRACT AND NEIGHBORHOOD**

% INITIAL NON-RESPONSE	CENSUS TRACT #	NEIGHBORHOOD
49	4377	Harder-Tennyson
42	4375	Harder-Tennyson
41	4354	Downtown
40	4365	Mission-Foothills
39	4366	Jackson Triangle
38	4363	Burbank
36	4351.01	Mission-Garin
36	4353	Upper B Street
36	4379	Mission-Garin
35	4355	North Hayward
35	4369	Longwood-Winton Grove
32	4376	Harder-Tennyson
31	4368	Santa Clara
28	4364.01	Mission-Foothills
28	4371	Glen Eden
28	4383	Glen Eden
26	4351.02	Hayward Highlands
26	4352	Upper B Street
26	4367	Santa Clara
26	4372	Mt. Eden
26	4373	Southgate
25	4378	Whitman-Mocine
25	4382.01	Tennyson-Alquire
24	4374	Harder-Tennyson
22	4381	Fairway Park
21	4380	Fairway Park
21	4382.02	Tennyson-Alquire
20	4364.02	Hayward Highlands
20	4370	Southgate
18	4384	Glen Eden

City of Hayward

Neighborhood Planning Program Boundaries and Census Tracts

Legend

-  1990 Census Tracts
-  Neighborhoods



Miles

