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NEIGHBORHOODS,  
PLANNING AND DEVELOPMENT  
SERVICES DEPARTMENT

**CITY OF SACRAMENTO**  
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May 26, 2000

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: STATUS REPORT ON THE U.S. CENSUS**

**LOCATION AND COUNCIL DISTRICT:** Citywide, Regional

**RECOMMENDATION:**

This is a status report on completion of the U.S. Census in Sacramento.

**CONTACT PERSON:** Gary Stonehouse, Planning Director, 264-5567

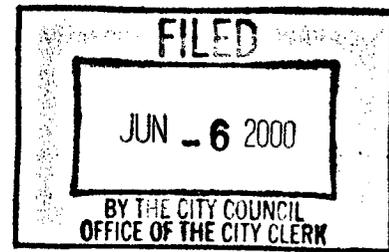
**FOR COUNCIL MEETING OF:** June 6, 2000

**SUMMARY:**

In January, 2000, the U.S. Census Bureau began their efforts to complete the U.S. Census in Sacramento. Census staff has been working in partnership with city and county staff, and with the Complete Count Committee established by the City Council and Board of Supervisors. This report will summarize the status of the census and outreach efforts to encourage people to fill out the census questionnaire.

**BACKGROUND:**

Population counts in the 1990 Census and the 1998 Census dress rehearsal found a significant segment (primarily certain ethnic and low income groups) of Sacramento's population went uncounted. It is estimated that this undercount created a statewide loss of \$2.2 billion in federal aid and possibly a Congressional Seat. A local Complete Count Committee (CCC) was formed with the objective to count as many of Sacramento's



population as possible. The CCC includes participants from the community, business leaders, and representatives from the Census Bureau, the City and the County. Funds in the

amount of 350,000 has been allocated from the State and the city and county of Sacramento (\$75,000 contribution from the City) to implement an outreach plan. This plan is based on an overall strategy of using various media and outreach activities, in a co-ordinated manner, to educate people about the importance of the census, and to encourage people to fill out the census questionnaire. These activities have included:

- Media efforts targeting the hard to undercount (i.e. Z-Spanish radio, the Sacramento Observer, the Bomb (African-American radio), electronic billboards (Next Generation Network), Access Cable, and special Sacramento Bee Neighbors articles.
- Target efforts to reach farm workers
- Targeted radio and community newspaper articles for the Slavic community
- Community events and specific media outreach for the Asian community
- Board of Education efforts to reach students and their parents
- Special notices and outreach activities in targeted neighborhoods
- Telephone hot lines for the Asian and Spanish communities
- Outreach with African-American churches
- Hire census field workers from areas that they will be walking in during the "door knocking" phase of the census
- Make special efforts to contact people on receiving general assistance from the County, and to inform the senior population
- Develop special efforts to count the homeless

On April 25<sup>th</sup> the Census Bureau released its final mail back response rates for the Census questionnaire. After SACOG made technical adjustments, the response rate for the city of Sacramento was **71%**, and for the County **72%**. These percentages exceed goals established by the Census Bureau for Sacramento. Exhibit A shows a comparison of Sacramento's response rate with other areas of the State.

As indicated, the city and county compares very favorably with key cities and counties in California. Because the Census Bureau mailed out a very large number of census questionnaires to businesses and places which could have multiple tenants, SACOG made the above adjustment in order to have a more accurate response rate. This rate reflects current estimates of the number of housing units identified during the 1998 Census Dress Rehearsal and from new housing construction activity.

Local Census staff have not objected to this adjustment. They have used tract level response rates as adjusted by SACOG to target work activities for the field work phase of the census.

### **The Field Work Phase of the Census**

On May 1, 2000 the Census Bureau began field work to visit the homes of people who did not mail in their census questionnaire. This work will continue for 9 weeks (July 7, 2000). Local

Census offices have reported that after 3 weeks the percentage of people that have been contacted and have filled out their forms are:

South Area (below the American River) **74%**

North Area (above the American River) **69%**

Census workers will contact people 6 times, and then use other information to complete the census questionnaire. Translators are available to help with enumeration. Again efforts have been made to have workers walk in areas that they live in, or are familiar with. Given the adjusted response rates prepared by SACOG, the key target areas are Oak Park, Del Paso Heights, Gardenland, a section of Meadowview, and portions of the Central City. These areas have a mail back response rate between 50-60.0% (Exhibit B). The census bureau are planning to form teams of census workers and "blitz" these target areas. In an 8 hour period over 540 people filled out the census form in Del Paso Heights. In the near future a similar effort will be made in Oak Park.

A meeting was held with census staff and members of the Complete County Committee to discuss additional outreach that can help census workers contact people in the above target areas. Census staff thought additional outreach efforts would be helpful as long as confidentiality rules are not violated. The keys steps for this strategy are:

- Community leaders will identify key African-America, Latino, and Asian neighborhoods in low response rate census tracts.
- Census staff communicates with the Complete Count Committee those neighborhoods that need outreach help from the community (i.e., hard to enumerate areas)
- Based on this information, the community provides focused outreach (flyers, education efforts, etc.), The Census bureau will consider asking people to go to a community center to fill out the census forms. This idea still needs to be worked out in order to not violate confidentiality and to ensure place of residence.

The city will send out information in the utility bill in June asking people to fill out their census form. In addition African-American churches will be asked to help send a positive message to neighborhoods.

Various leaders from the African-American, Latino, and Asian communities are developing and implementing other outreach efforts during the fieldwork phase of the Census. The following activities have been or are in the process of being implemented:

- Blacks in Government (BIG) in partnership with the Urban League are working with churches, High Schools, and student unions to inform people about the census and

to fill out the form when census workers visit. BIG is targeting Oak Park, Del Paso Heights, and Meadowview. BIG has:

- Distributed 3,000 flyers at key churches and announcements are being made every Sunday,
  - Tee shirts and other census material are being given out at schools, and McClatchy and Sacramento High Schools,
  - Additional flyers have been prepared to support the field work,
  - BIG attended the million-women march to hand out census flyers,
  - Census staff attended the May 19<sup>th</sup> BIG workshop to talk about the census.
- 
- The media consultants are changing their message to ask people to fill out the census form when census workers visit them. Access Cable will be airing special Census messages during June to support the field work. These messages will be in 10 languages.
  - Z-Spanish media is working with the Latino, African-American and Asian communities to put together van remotes for Oak Park and other key target areas (i.e., Del Paso Heights, visit farm workers in the field).
  - Special efforts are being made to target farm workers thru collaboration between Z-Spanish Media, Farm Worker Services, and the Calif. Rural Legal Assistance Foundation.
  - The Asian community is continuing with their outreach efforts to put census messages in Asian newspapers, working to have van remotes (Z-Spanish Media), and distributing flyers. The Asian community is also helping to identify key target neighborhood for census workers to visit.
  - As the fieldwork get closer to completion, community leaders are willing to help out with other efforts to reach the hard to enumerate.

By using these outreach efforts as well and focusing census workers in key target areas, census staff are confident that they will be able to visit every household in the city and county, and receive back almost all completed questionnaires.

#### **FINANCIAL CONSIDERATIONS:**

No request for additional funds

**POLICY CONSIDERATIONS:**

This report is consistent with City Council policy for the City to make an effort to achieve a complete count of its residents in the 2000 Census.

**ENVIRONMENTAL CONSIDERATIONS:**

There are no environmental considerations associated with this report.

**ESBD EFFORTS:**

No goods or services will be purchased by the City apart from its funding of CCC.

Respectfully submitted,

  
GARY STONEHOUSE  
Planning Director

**FOR INFORMATION ONLY:**

  
ROBERT P. THOMAS  
City Manager

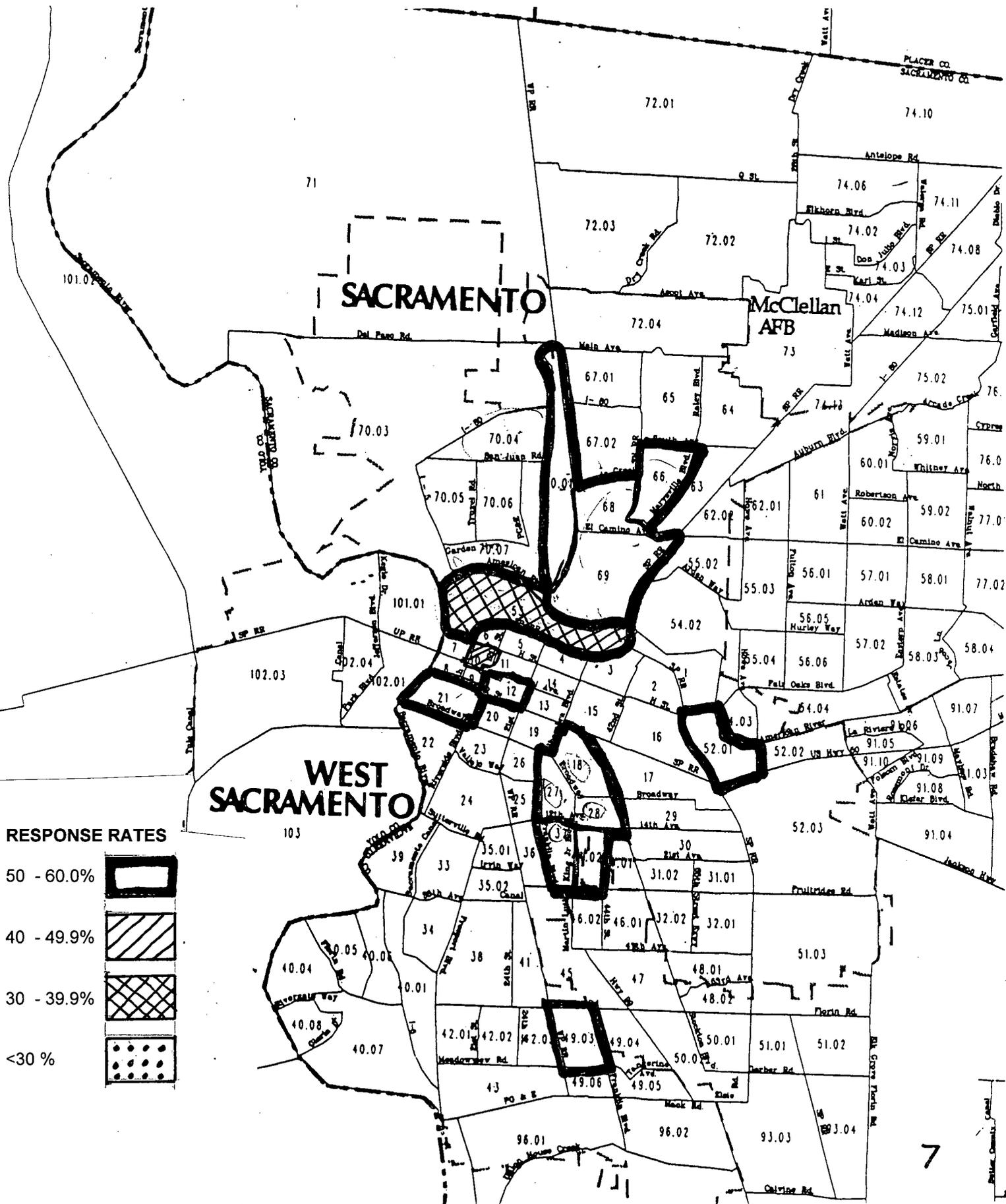
## Exhibit A

### YEAR 2000 U.S. CENSUS RESPONSE RATES AS OF APRIL 25, 2000

CITY	RATE (%)	COUNTY	RATE (%)
The Bay Area		San Francisco	65
San Francisco	65	Los Angeles	68
Oakland	62	Alameda	69
Berkeley	67	Santa Clara	72
Hayward	69	Fresno	66
Fremont	74	<b>Sacramento</b>	<b>72*</b>
San Jose	71	San Joaquin	67
Palo Alto	74	San Diego	72
Concord	73	San Mateo	73
Martinez	77	Contra Costa	72
Vallejo	65		
Los Angeles	62		
San Diego	71		
Fresno	65		
<b>Sacramento</b>	<b>71*</b>		
Stockton	64		
Modesto	73		
Davis	73		
Vacaville	75		
<b>State of California</b>	<b>68</b>		

\* Adjusted using confidential Census mailing address data (LUCA) and SACOG statistics

Exhibit B



**RESPONSE RATES**

50 - 60.0%	
40 - 49.9%	
30 - 39.9%	
<30%	