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APPROVED  
BY THE CITY COUNCIL

AUG 7 1997

OFFICE OF THE  
CITY CLERK

OFFICE OF THE  
CITY MANAGER

CITY OF SACRAMENTO  
CALIFORNIA

July 23, 1997

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City Council  
Sacramento, California

Honorable Members in Session

**SUBJECT: ESTABLISH A COMPLETE COUNT COMMITTEE FOR THE  
APRIL 4th, 1998 SACRAMENTO DRESS REHEARSAL OF THE U.S.  
CENSUS**

**LOCATION & COUNCIL DISTRICT**

City-wide

**RECOMMENDATION**

Approve the staff report and direct the City Manager to work with the City Council's Personnel and Public Employees Committee to nominate at least 50 people to serve on the Census Complete Count Committee as described in this report.

**CONTACT PERSONS**

David R. Martinez, Deputy City Manager 264-7228

Gary Ziegenfuss, Planning Liaison, 264-8260

Ed Salazar, Census Bureau Partnership Specialist, 456-2745

**FOR COUNCIL MEETING OF**

August 7, 1997

**SUMMARY**

This report presents information on new strategies that the Census Bureau will use for the year 2000 census, and for the dress rehearsal of the Census which will occur in Sacramento on April 4, 1998. This report also describes the structure, objectives, and membership of a Complete Count Committee, which is a key element of the dress rehearsal to ensure a complete count of the City's population.

## BACKGROUND INFORMATION

The U.S. Census Bureau is in the process of implementing plans for the year 2000 census of the United States. Despite its best efforts in 1990, the Bureau estimates that it missed nationwide more than 4 million people. In order to avoid this undercount, the Census Bureau has directed its efforts to make the year 2000 Census simpler, less costly, and more accurate. In order to accomplish these objectives, four strategies have been developed:

- **Build Partnerships**

This strategy stresses establishing productive relationships with the Postal Service, State officials, and local government to develop accurate mailing address lists, and improve the Census Bureau's working relationship with local officials and community groups to achieve a complete population count.

- **Keep it Simple**

The Bureau believes that the simpler and easier the Census 2000 is, then the more accurate and less expensive it will be. This effort will be accomplished by developing user friendly forms, by stressing multiple contacts of households, encouraging people to fill census forms out at community centers, post offices, and at other public places, or by calling a toll-free number and by using the Internet. Questionnaires in various languages will also be made available.

- **Use Technology Intelligently**

New computer technology will be used to scan census forms directly into computers for data tabulation, and to make it easier to spot duplications. Also, this technology will allow people to gain access and to manipulate census information instantly from the Census Bureau, rather than buying thick data books.

- **Use Statistical Methods**

In order to avoid an undercount of people in the year 2000, the Census Bureau has been working closely with the National Academy of Sciences, Congress, State and Local officials, and the Office of Management and Budget to develop valid and reliable sampling and statistical programs to eliminate the undercount.

In order to test these new procedures and outreach efforts, the City of Sacramento and two other sites in the United States have been selected to conduct a full scale dress rehearsal of the Census during April of 1998. Sacramento was selected because of its diverse population (which has been associated with the past undercounts), population growth, and other population characteristics. In addition, as a primary media market, Sacramento allows the Census Bureau to test new promotional programs.

Partnerships in preparation for the Census 2000 dress rehearsal (April 4, 1998) have begun. City staff have been working with the Census Bureau and SACOG to develop accurate address lists, and to field check areas that may have households which do not have a mailing address.

Besides establishing an accurate address list, another key part of the dress rehearsal is the establishment of a Local Complete Count Committee. This purpose of this committee is to help develop strategies and programs that can help educate the public on the importance of the census, and to implement an effective promotion and outreach plan that includes the active participation of business, neighborhood groups, and community leaders.

#### The Complete Count Committee

It is recommended that the Complete Count Committee use a working group structure (Exhibit A) in order to effectively focus the work efforts of committee members to achieve the following objectives:

- Work with the media to convince people to participate in the census
- Establish a partnership with teachers, students, and their parents to better understand the importance of the U. S. Census
- Work with churches and other religious institutions to obtain support and participation during the 1998 dress rehearsal
- Work with community and neighborhood leaders to implement recruitment and outreach efforts
- Promote the importance of the Census by asking local businesses to help promote the census
- Encourage government employees to become involved in census activities

The committee will also include a Steering Committee to help coordinate the activities of the working groups, and to help provide logistical resources when needed.

Given the importance of establishing partnerships with various business and community groups to accomplish these objectives, the Council's Personnel and Public Employees Committee will be asked to nominate, for the Mayor's consideration and Council approval, a Complete Count Committee that reflects the geographic, ethnic, cultural, neighborhood, religious, and business diversity of the City. Staff will help this Committee to recruit at least 50 candidates which can serve on various Census working groups (Exhibit A).

The first meeting of the Complete Count Committee should occur by the end of August or in early September. Between now and March, 1998, the majority of the work tasks of the committee should be accomplished. During March - April, 1998, the Census Bureau will be conducting an intensive effort of sending out advance letters, reminder cards, and questionnaires. After the census, people who did not send in their questionnaires will be contacted. Once the census is completed, the City will be able to use the results as an official count of the City's population.

#### **FINANCIAL CONSIDERATIONS**

The cost of the dress rehearsal census is funded by the Federal government. As such, the City will not be required to contribute additional funds. However, some in kind staff and office services will be provided to help implement census programs and to conduct the count.

#### **ENVIRONMENTAL CONSIDERATIONS**

Not applicable

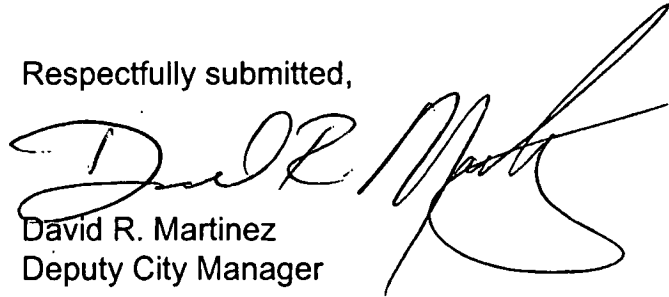
#### **POLICY CONSIDERATIONS**

Working with the U.S. Bureau of Census to conduct the April 4, 1998 dress rehearsal is consistent with City policy to establish partnerships with other government agencies to accomplish common goals and objectives.

**MBE/WBE**

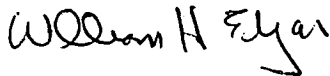
The Census Bureau plans to hire 300-500 people for temporary and part-time work for a 2 - 8 week period during the various field operations. Pay rates for the majority of the positions will range from \$12.50 - \$15.50. The Census Bureau plans to make every effort to hire people that are in need of employment, those on assistance, and people who live in traditional undercount areas.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "David R. Martinez". The signature is fluid and cursive, with a large, sweeping flourish at the end.

David R. Martinez  
Deputy City Manager

RECOMMENDATION APPROVED:

A handwritten signature in black ink, appearing to read "William H. Edgar". The signature is cursive and somewhat stylized.

William H. Edgar  
City Manager

# COMPLETE COUNT COMMITTEE

## ORGANIZATIONAL STRUCTURE

