

2010 Census Count Efforts

Burlington

Charlotte

Fayetteville

Gastonia

Goldsboro

Greensboro

Jacksonville

Kannapolis

Winston-Salem

City of Burlington

Efforts to ensure an accurate census count

Due to various circumstances, the City did not verify every existing address within the City. An addressing list was supplied to the City by the LUCA program, in which addresses were compiled from a number of sources. Rather, our efforts were geared towards adding missing addresses to the addressing list. LUCA was to canvass the city to verify the address list that LUCA provided and verify the additional addresses the City included in the First Phase of the LUCA program. In this first phase, the City submitted 2613 address records to LUCA.

LUCA processed and accepted 1990 of the addresses submitted by the City. LUCA did not accept 577 records. City staff was able to review each of the 577 not accepted by LUCA and appeal any records the City felt needed to be included. Most of the 577 records were vacant lots in undeveloped subdivisions. City staff did submit 136 appealed addresses back to LUCA for inclusion into the Census addressing list. The City did not hear back from LUCA regarding the status of the appealed addresses.

The City also participated in two additional programs for the Census.

The first was "Targeted Nonsheltered Outdoor Locations", where people experiencing homelessness maybe staying. Four known locations were supplied to LUCA.

The second program was the New Construction Program, in which all residential units that were under construction and were to be completed by April 1, 2010 were to be submitted for inclusion into the LUCA addressing list. The City submitted 120 addresses to LUCA in the New Construction program.



Charlotte's Census Count Effort

To ensure an accurate census count of Charlotte residents, the City of Charlotte and Mecklenburg County created a "Complete Count Committee" to coordinate messages and outreach efforts with the regional U.S. Census Bureau. Staff from the City of Charlotte and Mecklenburg County assembled and partnered with more than 50 volunteers and the 6 other municipalities in Mecklenburg County to create the 2010 Charlotte-Mecklenburg Complete Count Committee (CCC). The group was divided into several subcommittees representing Business, Education, Neighborhoods & Communities, Social Services, Sports/Culture and Area Towns. Additionally, a Media committee was established to coordinate media relations and messages. The Complete Count Committee was charged with influencing members of their particular audience. Each subcommittee had at least two co-chairs who evenly divided efforts among their group's volunteer members.

Since officially assembling the CCC in August 2009, CCC members have created a strategic communications plan which acts to direct all efforts. Those efforts include:

- Material highlighting the importance of an accurate census count and educating residents about the 2010 Census. In addition to fliers, a 2010 Census book mark recognizing Black History Month and a utilities billing insert were developed.
- A centralized web site to house collateral materials, educate visitors about the CCC and direct residents to their own town web sites for additional resources.
- Magazine and newsletter articles for publication (i.e. – the March/April 2010 *Realtor Reflections* magazine, the Town of Pineville's monthly newsletter, employee newsletters, Davidsonnews.net and the Public Library of Charlotte-Mecklenburg County newsletter.)
- Letters to local business leaders to raise their awareness of the census' importance and encourage their participation or support of CCC efforts.
- Use of local networks including the Better Business Bureau of Charlotte, the Charlotte Chamber of Commerce and the Lake Norman Chamber of Commerce to encourage members to participate in 2010 Census activities.
- Hosting census events including a City and County employee coffee and a basketball challenge between the Mayors of Davidson and Charlotte.
- Participating in U.S. Census Bureau events.
- Proclamations of each municipality in Mecklenburg County declaring March 2010 "Census Awareness Month" to educate and encourage all residents to fill out and mail back their census forms.
- Information to area civic groups and associations.
- Reaching out to various "Hard to Count" populations through events like the Homeless Holiday Dinner at Johnson & Wales University and the Veterans Stand Down event.

The Committee also made presentations to elected officials at the televised City Council and Mecklenburg County Board of Commissioners meetings.

Summary of Fayetteville's Efforts to Ensure an Accurate Census Count in 2010

Participation in Dress Rehearsal Programs-In 2006, the Census Bureau designated two Dress Rehearsal Areas in the United States, in order to test its procedures for carrying out the 2010 Census. One of these two Dress Rehearsal Areas included nine counties in central North Carolina. (The other area was in California.) During 2006-2008, City of Fayetteville staff participated in several Dress Rehearsal programs offered by the Census Bureau. In April 2008, the Census Bureau carried out the Dress Rehearsal count, but the Bureau did not release the results.

Local Update of Census Address (LUCA) Program-The LUCA program gave local governments an opportunity to review the Census Bureau's Master Address File and to submit additions and corrections to this file. During the Dress Rehearsal LUCA program, the Planning Department staff submitted 1,668 additional addresses to the Census Bureau. The Bureau accepted 1,614 (96.76 %) of these addresses. During the regular LUCA program, the Planning Department staff submitted 2,292 additional addresses to the Census Bureau. The Bureau accepted 1,778 (77.57%) of these addresses.

New Construction Program-The New Construction Program gave local governments an opportunity to add newly-constructed housing units that are not yet in the Census Bureau's Master Address File. There was no Dress Rehearsal version of the New Construction Program. In the regular version of the New Construction Program, the Planning Department staff submitted a total of 883 recently-constructed housing units that the staff did not believe the Census Bureau knew about. (The acceptance rate is not yet known for this program.)

Boundary and Annexation Survey (BAS) Program and Boundary Validation Program-Through the BAS program, the Planning staff used GIS to update boundaries to include all annexations through January 1, 2010 (the reference date for the 2010 Census). The staff also validated boundaries by reviewing PDF maps provided by the Census Bureau.

Participant Statistical Areas Program (PSAP) -Through this program, the City Planning staff worked with the County Planning staff in making recommendations to the Census Bureau regarding several mergers and splits of census tracts.

Identification of Homeless Locations-The Fayetteville Police Department submitted information to the Census Bureau on locations where homeless people are known to live.

Complete Count Committee-The purpose of this committee is to encourage participation in the Census. During the Dress Rehearsal, some effort was made to organize such a committee, prior to the Dress Rehearsal count. During the regular census, the City has worked with Cumberland County in forming an operational Complete Count Committee. The committee hosted the national census "Road Show" on January 6, 2010 at the Headquarters Library in Downtown Fayetteville.

Focus on Issue of How Deployed Military Will Be Counted-A significant number of military personnel stationed at Fort Bragg are currently deployed. City staff members have made the local media aware of the possibility that the deployed personnel might not be counted as living in this area, due to the Census Bureau's procedures for counting deployed personnel. An interesting question is whether the Census Bureau, during the Dress Rehearsal period, considered revisions to their procedures for counting deployed personnel.

Prepared by: David Nash, AICP, Planning Department, City of Fayetteville (3/23/10) for Eleonora Sinigur, Metropolitan Mayors Coalition Program, NC League of Municipalities.

The City of Gastonia has done the following to ensure an accurate census count of our community:

Participated in the following Census Bureau program that maximize our data accuracy and complete address listings:

- LUCA (Local Update of Census Addresses)
- BAS (Boundary and Annexation Survey)
- PSAP (Participant Statistical Areas Program)
- Targeted Nonsheltered Outdoor Location survey
- Group Quarters survey

Participated in the Countywide Complete Count Committee activities:

- October 31, 2008 – GCamP Census 2010 Presentation
(Guest: Laura McClettie U.S. Census Bureau Partnership Specialist)
- April 21, 2009 – CCC Steering Committee meeting.
(Guest: David Belton, U.S. Census Bureau Partnership Specialist)
- June 29, 2009 – Complete Count Committee meeting (Power Point presentation).
Gaston County Administration Building.
- September 18, 2009 – Complete Count Committee meeting (Power Point presentation).
Gaston County Administration Building.
- December 12, 2009 – CCC Steering Committee meeting.
(Guest: Lisa Crawford, U.S. Census Bureau, Partnership Specialist).
Gaston County Administration Building.
- Thursday, January 28, 2010 - Education strategies meeting.
- Bumper Stickers place in County and municipal vehicles.
- Census 2010 Awareness Posters placed in County and Municipal Offices.
- Digital Billboard on I-85 in place. It is running since last week of January 2010.
- Most of the Municipal areas in Gaston County have added the Census 2010 logo in their websites.
- February 2, 2010 - Gaston Census 2010 Facebook Page release.
- March 31, 2010 – The CCC Education Subcommittee will be at the Gaston College “Springfest Event” promoting the Census 2010.
- April 10, 2010 – “March to Mailbox” event. The U.S. Census Local Office (LCO) picked 8 Census Tracts from 2000 to distribute census information. Census Bureau needs 50 volunteers per Census Tract to do this effort.
 - Event at Erwin Center (in development)



City of Goldsboro
PO Drawer A
Goldsboro, NC 27533
(919) 580-4330

To ensure the City of Goldsboro's accurate Census count we have established a partnership with Wayne County, local churches, sororities, fraternities and representatives from the Hispanic community. We are also providing the following:

- Identified the homeless and domestic violence shelters for the Census Representative.
- Provided maps of the Goldsboro area for the Census workers.
- Invited ministers and groups to our CENSUS DAY KICK-OFF on April 1, 2010. The Mayor and Chairman of the County Commissioners will provide a proclamation. The program will include a local school group performing, state and local officials providing remarks about the Census. We also plan to have staff available to help complete Census forms for citizens who have misplaced the one that was mailed.
- Contacted the Goldsboro Housing Authority and other subsidized housing developments to distribute flyers about the Census.
- Attached Census information to the water bills.
- Provided radio spots and announcements.
- Asked the Mayor and Chairman of the County Commissioners to remind citizens to complete the Census after each meeting.
- Provide Census information on the City and County's website.
- Provide Census information/materials/flyers at city events and other community events.
- Provided space for the Census Representative to be housed for questions.



United States[®] Census 2010



IT'S IN OUR HANDS

City of Greensboro Complete Count Committee Census Outreach Efforts

The City of Greensboro's Complete Count Committee (GCCC), comprised of City staff and influential community leaders, formed in October 2009 to devise opportunities to educate the public about the importance of the Census. The City's GCCC was, in effect, a subcommittee of the Guilford County Complete Count Committee, which had broad membership and participation from agencies and organizations throughout Guilford County.

The GCCC met regularly to discuss opportunities for outreach and to distribute materials within the community. It is important to note that neither the County's committee nor the City's committee had a budget for Census-related printing, promotional materials, food, or events; therefore, outreach activities were somewhat limited to information sharing and "piggy-backing" the Census message with other activities. Nonetheless, the GCCC coordinated or participated in many community outreach activities as summarized below.

City of Greensboro Census Webpage:

- <http://www.greensboro-nc.gov/departments/Planning/Census.htm>

🌿 City-Based Promotions:

- Census Road Show Event at the Depot, Census Infomercial / PSAs on Channel 13, Census message for on-hold message at Call Center, "At Your Service" inserts with water bill, Census Yard Signs at Fire Departments and Recreation Centers, Posters and flyers at Libraries and Recreation Centers, Magnets and flyers at Kitchen Center and MMOB Bill Pay Center, Posters and flyers at Guilford County Public Health and Social Services, Brochures for New Employee Orientation, Coliseum marquee ads and flyers, Census flyers at City Council budget meetings

🌿 Community-based Promotions:

- Material distribution and outreach to non-profits, neighborhood groups, seniors, schools, immigrants, colleges, professional summits and business meetings, grocery stores, restaurants, provided articles for business and agency websites and newsletters.



United States® Census 2010



IT'S IN OUR HANDS

City of Greensboro Complete Count Committee Census Outreach Efforts Specific to Youth Engagement

Public school-based youth promotion:

The US Census Bureau provided school-based outreach through letters and promotional materials sent to school principals, as well as through on-line lesson plans, maps, teaching guides, and other informational materials to help teachers and students learn about the importance of the Census. According to local Census Partnership Specialists, Census promotional materials were distributed to all public school districts throughout the country; however, discretion was left to individual districts and schools as to their level of participation. The Greensboro Complete Count Committee supplemented US Census Bureau outreach efforts at public schools based on community requests.

The Greensboro Complete Count Committee provided public school-based outreach for classes at the following schools: Peck Elementary, Irving Park Elementary, Hampton Elementary, Jefferson Elementary, Mendenhall Middle School, and Northwest Middle School. An outreach event is planned for Erwin Montessori Elementary. Gateway Education Center provided its own outreach to students. School-based Census outreach may have also been provided by other individuals or organizations.

Community-based youth engagement:

- Informational displays and materials:
 - All Greensboro Parks and Recreation Centers received promotional posters, with additional emphasis on providing flyers to those enrolled in afterschool programs.
 - All Greensboro Public Libraries received promotional posters and flyers.
 - Guilford County Public Health and Social Service Departments received promotional posters and flyers.
 - Greensboro Youth Council received flyers.
 - Boy and Girl Scout troops received materials if requested.
- Census promotional items distributed to engage youth included tote bags, water bottles, soccer balls, rulers, pencils, crayons, color books, pens and Census flyers portraying "Dora the Explorer."
- Youth may also have been informed of the Census through other community partners, places of worship and extracurricular programs.

City of Jacksonville Census Efforts

Description of Activities

Current to March 25, 2010



The City of Jacksonville began work on seeking a complete count of our Citizens during the winter of 2009 when initial contact was made with the US Census about Complete Count activities, updates to the addressing efforts and discussion about the manner in which military would be counted in our community.

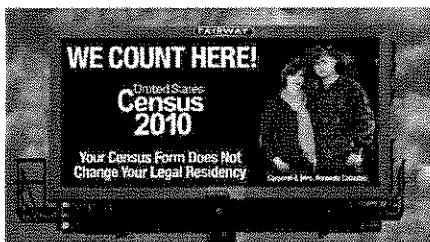
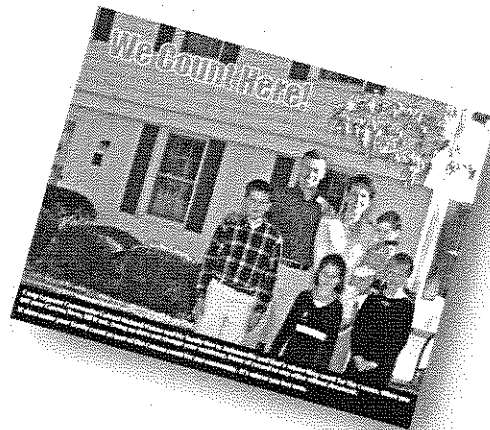
The City is a full cooperater with all Census activities including address sharing, annexation information and mapping information. This has been ongoing and will continue past the 2010 Census.

For Count awareness issues, the Staff has been aggressive in seeking to involve persons in the Complete Count activities, in providing support, design and publication of materials to the coordination of the Complete Count Committee.

Census Issues

Military Count – While Staff began working on this issue more than a year from the count, final resolution has still not be reached as of this writing. The issue has been the application of instructions that date from the 70's that counts foreign assignments of military at their Home of Record rather than the base where they are assigned. The City's Congressional delegation and the Governor's office were engaged to help reverse this instruction which would put about 18,000 persons as residents of the state where they entered the Marine Corps or Navy rather than our community. Efforts with the leadership sought to have the 'last base' rule used as it was in 2000 but the health care debate in Congress negated much of our efforts.

Myths – A significant myth which surfaced in our community was that filling out the Census form would change the legal residency of military families. We sought assistance from the military to dispel this myth and eventually won a \$24,500 grant from the Military Growth Task Force for an awareness campaign targeted at military families. This included billboards, placements in publications targeted to the military and other awareness campaigns. The City provided significant resources including the City Calendar which was photographed in November.



General Projects

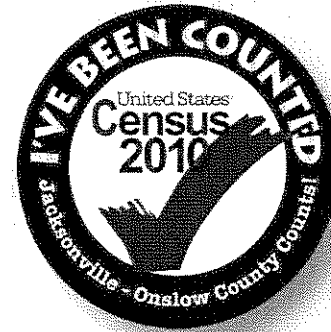
Complete Count Committee Activities

The City of Jacksonville designated the Onslow Civic Affairs Committee – a function that was created in coordination with Onslow County government, as the Jacksonville Complete Count Committee. This is the same group which coordinated the 2000 Census activities, and some of the same members were still involved in the committee. That helped to provide a perspective of what had worked and activities that did not.

Some of the specific activities and programs:

Census Week: March 28-April 1, 2010

The City of Jacksonville staff worked with the Complete Count Committee to create a special set of events during Census Week. Each of the County's library branches were featured in a reward program each day where Committee members manned a post office receptacle. A public campaign urged residents to turn in their forms and be rewarded with candy. The event was planned more for awareness than to actually collect the forms and produced many persons who had not received their forms and who wanted to participate.



The week began with a Brunch at the USO where servicemembers were rewarded with a free meal for turning in their forms. Then the next three days, the Committee traveled to various Library branches to collect forms. A huge Census Day was planned for April 1 where the Mayor was to turn in his form to the Postmaster. This event was set for the Jacksonville Commons where nonprofits who benefit from Census information put out displays and the City's Community Development division coordinated other awareness activities.

Census Day was planned for April 2 aboard the military bases in the area. A required safety brief allowed the military to pass out 44,000 Census forms to persons assigned to the bases and a cadre of Census officials were on hand for questions and to collect the forms.

A very public **Community Census Strategy Meeting** held Tuesday, January 12, 2010

- Elected officials were the key focus as well as public awareness to this session. Individual committees of the Complete Count Committee had been meeting and opened their sessions to the public and elected officials on this day. At a session where the elected and military officials were featured, the Committee unveiled the strategy for awareness and sought input and improvements to the strategies.
- The project allowed ownership of the efforts and provided perspective for the entire community.

The City helped to organize with the Complete Count Committee **The Census Road Show**, visit which was held Friday, February 5, 2010

- The Committee hosted this event which won much media attention and used the time to lobby additional partners for the strategy sessions.

The City helped to organize several **government television programs** which featured knowledgeable persons and trusted voices discussing the Census and the importance to the Community.

- Onslow County Today featured members of the Complete Count Committee and the Census Partnership specialist in an interview format. This program aired in January and February.
- A program partnered with the Jacksonville-Onslow Chamber of Commerce allowed a fresh approach to the Census discussion. In a "talkshow in the round" format, the various committee members joined with audience members to discuss the Census, myths, concerns and general information.
 - Several segments were pre-produced and US Census materials were used within the show to give it a lively look.
 - Special efforts were used to engage hard to count populations and to provide trusted voices as key speakers to special populations.

The City provided several resources during the effort:

Questionnaire Assistance Centers – These are manned locations and the City gave space in City Hall, each of our recreation centers and helped to coordinate space in the Chamber of Commerce as well as a low income housing area.

Be Counted Centers – These are unmanned centers, and the City provided space outside the office areas of the Recreation Centers for this as well working with others to get the space in County library branches.

Funding: The City provided and handled funds for billboards, newspaper placements, printing materials, providing specialized buttons and facilitating meetings and activities. It is estimated at this time that about \$35,000 will have been spent in this effort.

Other Activities

Speaker List – The Complete Count Committee was encouraged to speak to Civic Clubs, Church groups and others about the Census. The Staff prepared materials, talking points and a PowerPoint for presentations.

Events and Activities – The City staff facilitated appearances at several major events and activities in the community providing resource materials as well as displays for the events. Several festivals and public meetings were used to provide information to the public.

Setting a Goal – Our area had a 59% participation rate in 2000; the Committee set a goal of 70% for 2010.

Ensuring Knowledge – The City staff worked with the committee to ensure that every member understood the basics of the Census and had materials and resources available to talk intelligently about the Census.

KANNAPOLIS



United States
**Census
2010**

The City of Kannapolis has worked with area non-profits and partner organizations to inform the public about the 2010 Census. The City's efforts have included:

- Contacting churches and asking them to include information about the Census in their bulletins and messages.
- Making Census information available at the local library and to large local regional employers, including Concord Mills Mall.
- Presenting Census information to Cabarrus Smart Start and their partners, the Kannapolis City Schools (including their ESL teachers), Cabarrus Health Alliance, the Employment Security Commission/JobLink office, Kannapolis Rotary, and Carolinas Medical Center-Northeast.
- Organizing a Spanish-speaking Census representative to present Census information at Hispanic Family Nights held by local schools.
- Encouraging the media and other non-profit partners to help get the word out about the Census.
- Checking that the Census is working directly with the Hispanic Learning Center, Cabarrus DSS, and Rowan-Cabarrus Community College.
- Setting up a Census informational table at local events (city volunteer day, Lady of Guadalupe festival, and some church events).
- Having the Mayor send a citywide phone message reminding residents about the importance of returning the Census form.
- Using the City's website, blog, and Facebook page to provide information about the Census.
- Providing promotional materials and copies of Census flyers to partner organizations as needed.

For more information, contact Irene Sacks, Director of Business and Community Affairs, isacks@cityofkannapolis.com.



The Forsyth County Complete Count Committee had several strategies thought up by and enacted by five subcommittees: Business, Government, Education, Media and Hard-to-Count Populations. Outlined below is each group's focus:

Business/Government

- ❖ Corporate/Government Outreach – Encourage business/government leaders and managers to communicate the importance of the Census to both their employees and customers. We brought in the SE Regional Director of the Census Bureau and had great attendance at this event. We can check it off our list, but we think this is a great model for the Complete Count Committee.
- ❖ Lunch and Learn Sessions – Several organizations have these sessions: Downtown Winston-Salem Partnership, the Urban League, Talk of the Town for County government – This is another way to reach community leaders.
- ❖ Every business has a place they can reach their employees and customers: Corporate Intranet, Customer Receipts, Spots on Print Ads, Paychecks, Company Cafeterias, CEO blogs, email to all employees.
- ❖ Businesses can also do in-house employee recognition for participation in the Census. Mail your form from work and be entered to win a prize.

Education

- ❖ **College Student Focus**
 - Include “Don’t Wait!” segments on filling out the 2010 census in campus housing newsletters, information boards, e-mail blasts, etc.
 - Write features in student newspapers during March alerting college students who live on campus to facts like students are counted as residents of the community at which their college is located, not their hometowns.
 - On-campus events planned to remind faculty/staff/students who live off-campus to complete their forms and return them. Winston-Salem State students manned a table to promote the census at our WSSU Ram Red Booster Bash
- ❖ **Faculty & Staff Focus**
 - Use Census 2010 as “Lunch ‘N Learn” opportunity to reach faculty and staff.
 - At facilities with centralized mail processing centers, after sealed stamped envelopes with Census forms are submitted, mail centers will provide a ticket to the person submitting the Census form. The ticket is turned into someone who will conduct a drawing during a date in April for prizes.

- Or the department that has turned in the most tickets wins a prize of some sort.
- ❖ **K-12 Effort**
 - At WSFC schools, the Committee is considering a 1-week campaign where the Census is publicized and info is sent home with schoolchildren. Additionally, during this week, teachers would present a lesson on the Census and its uses and importance.

Media

- ❖ **Poster Displays** – Put posters with local Census Factoids in places Census number affect. City-County Planning staff has made the posters on display here. When people can make the direct connections between their Census form and where they live, they'll be more likely to participate.
- ❖ **Pitch Stories** – Educate the public through stories in the media. Most people don't understand how filling out this Census form has such a large effect on their tax money.
- ❖ **Add Census message to meeting agendas, correspondence, email signatures, water bills.**

Hard-to-Count

- ❖ **Billboard Contest** – Fairway Outdoor has donated time and space on their Business-40 Electronic Billboard. We'll be having a contest to design the billboard, generating interest through the contest and the resulting advertisement, which will be displayed as Census forms go in the mail.
- ❖ **Festival Booths** – Give away Census items at an information booth. We did this at Rock the Block and it gave us an opportunity to tell people some interesting facts about the Census. We think people took away a lot of information that they didn't know before.
- ❖ **Reach Spanish-Speaking parents through their children** – Send Spanish-language Census materials home with students.
- ❖ **Awareness Building** – Gather groups of local leaders to educate them on the importance of the Census. We've done this with Hispanic community leaders, inviting them to a meeting with Mayor Joines and WSPD Chief Cunningham. We turned over some misconceptions about the Census
- ❖ **Create Events** – Free Lunch, Autograph, Meet a Sports Star Events to encourage people to fill out their forms. Bring your Census form in its envelope and we can mail it.
- ❖ **Project Homeless Connect** – Get a booth at this event which takes place in early April, provide and collect Census forms. A Census worker can provide help to those who can't read or have other issues filling out their form.