

*City of Alexandria, Virginia*

**MEMORANDUM**

DATE: MARCH 16, 2009  
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL  
FROM: JAMES K. HARTMANN, CITY MANAGER *J*  
SUBJECT: RESOLUTION ESTABLISHING A COMPLETE COUNT COMMITTEE FOR THE 2010 U.S. CENSUS

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**ISSUE:** The establishment of a Complete Count Committee for the 2010 U.S. Census to ensure an accurate count of the City's population.

**RECOMMENDATION:** That the City Council:

- (1) Approve the resolution (Attachment 1) establishing an Alexandria Complete Count Committee;
- (2) Authorize the Mayor to select a person to serve as Chair of the Committee; and
- (3) Authorize the City Manager to solicit and appoint members to the group.

**BACKGROUND:** The United States Constitution requires the Federal Government to conduct a national census every ten years. The next Census will be in April of 2010. In order to make this census as accurate a count of the country's population as possible, the U.S. Bureau of the Census has requested that local governments to establish "complete count committees." The purpose of these committees is to encourage local residents to participate in the Census. In light of the Census Bureau's request and because the City has been undercounted in the past, there are good reasons to establish and fund an Alexandria complete count committee for the 2010 U.S. Census. The committee will need to be established by the late spring of 2009.

For the 1990 U.S. Census, the last census for which undercount figures are available, Alexandria had an estimated undercount of 3,281 people or 3.0% of its official 1990 population. As was often the case in other jurisdictions across the country, the undercount was highest among minorities with an 8.6% undercount of the City's Hispanic population and a 5.12% of the City's Black population. People under 18 were also undercounted with 5.8% of the City's youth population not counted. As a result,

minorities and young people especially should be targets of the 2010 Complete Count Committee's efforts.

The City's official population figures for 1990 and 2000 were not adjusted by the federal government to take into consideration population undercounts. A similar undercount for 2010 will have two effects. First, it will mean less money from the Federal Government which often distributes certain monetary grants based on Census data. Second, a more accurate census count rather than one with a large undercount allows the City to plan its programs, services and land use with more confidence and accuracy. The ability to plan is further jeopardized because future periodic between census American Community Surveys will use the 2010 U.S. Census as a base and if the base is inaccurate the data from future surveys will also be inaccurate.

**DISCUSSION:** The Alexandria Complete Count Committee (Committee) should represent a broad cross section of Alexandria's population. It is particularly important that the Committee have strong representation from civic associations, community-based organizations and organizations that serve the population that is most likely to be undercounted.

The Committee will work together to develop a program to educate and promote public participation in the upcoming Census. Highlights of Alexandria's 2000 Complete Count Committee's program included:

- Representatives of 33 organizations located in the City formed the 2000 Complete Count Committee.
- Sent out post cards to Alexandria's residents reminding them to complete and return their Census questionnaires.
- Printed and distributed leaflets in neighborhoods that may have poor response rates.
- Addressed church and civic groups about the need to have people complete the Census form and distributed leaflets to these groups.
- Created posters in four languages encouraging people to complete their Census forms and placed them on Dash buses and in shop windows.
- With the cooperation of Arlington County, the Complete Count Committee published a comic book about the Census and distributed the comic book to school children in the City so that they could make their parents aware of the need to complete a Census form.
- The City's Complete Count Committee held two Census awareness fairs in Alexandria neighborhoods with large minority populations.
- Purchased advertising in newspapers geared toward minority readership asking people to cooperate with Census enumerators

For a complete list of the 2000 Committee's activities see Attachment 1.

**Proposed Complete Count Committee Composition:** It is proposed that the Complete Count Committee consist of members representing neighborhood civic associations, community-based organizations and nonprofits, business organizations, and city agencies. A list of groups represented on the 2000 Census Complete Count Committee is attached to the memorandum (Attachment 2). Of the 45 groups identified on the list, 31 people participated on the committee.

**Appointments:** It is proposed that the Mayor will select a person to serve as Chair of the Committee and the City Manager will solicit and appoint the members of the Committee.

**Staff Support:** City staff will provide support to the Committee lead by staff of the Planning and Zoning Department. For the 2000 Committee, staff from other City agencies that participated include: Police Department, Health Department, Department of Mental Health, Mental Retardation & Substance Abuse, Human Services, and Recreation, Parks and Cultural Activities.

**FISCAL IMPACT:** For the 2000 Census, City Council provided a budget of \$25,000 for the Complete Count Committee. For 2010 a budget of \$30,000 would support about the same level of effort. This represents a 20% increase over 2000, which is less than overall inflation (which was 27% over the period). Postage and printing provide examples of increases in costs since 2000. The cost of sending a post card has risen 35% since 2000 increasing from 20 cents to 27 cents. The costs of printing have also increased.

A conservative request for funding is being made because of the City's current budgetary situation. Since the 2010 Complete Count Committee has yet to be appointed, a work program has not yet been developed. The Committee's projects may include programs similar to those of 2000, but also might include new technology such as YouTube which would be affective in reaching younger people (and is free). Not all of the City's 2010 Complete Count Committee's activities can be expected to be free, which means that funding will be needed for the Committees' work to be successful.

If Council through the FY 2010 budget process determines that \$30,000 is available for this effort, then a targeted work program can be developed.

Staff estimates a minimum of 500 hours of City Staff will be needed to support the Committee. The estimate consists of staff time that will be spent on meeting preparation, post-meeting activities, meeting attendance, community outreach, and preparation of the annual status report.

**ATTACHMENTS:**

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|---------------|--|
| Attachment 1. | Resolution   |
| Attachment 2. | Complete Count Committee Activities – 2000 U.S. Census |
| Attachment 3. | List of Groups - US 2000 Complete Count Committee      |

**STAFF:**

Mark Jinks, Deputy City Manager

Faroll Hamer, Director, Department of Planning and Zoning

Karl Moritz, Deputy Director, Strategic and Long Range Planning

Kathleen Beeton, Division Chief, Neighborhood Planning and Community Development

Ralph Rosenbaum, Urban Planner II, Neighborhood Planning and Community  
Development

RESOLUTION NO. \_\_\_\_\_

WHEREAS, the United States Census Bureau will conduct a decennial census in the spring of the year 2010; and

WHEREAS, the Census Bureau believes that there has been a substantial undercounting of population in Alexandria in previous censuses, and that there will be a substantial undercount in the year 2010 unless an effort is mounted to encourage the public to participate in the Census; and

WHEREAS, the City Council wishes to establish a Complete Count Committee charged with the responsibility of ensuring that all City residents participate in the year 2010 Census.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF  
ALEXANDRIA, VIRGINIA THAT:

1. There is hereby established an ad hoc committee known as the Alexandria Complete Count Committee (“Committee”).
2. The Mayor will appoint a Chair of the Committee and the City Manager will appoint the members.
3. The Committee shall consist of up to 35 members representing a represent a broad cross section of Alexandria’s population. It is particularly important that the Committee have strong representation from civic associations, community-based organizations, the business community, and organizations that serve the population that is most likely to be undercounted.
4. The function of the committee shall be as follows:
  - (1) Consult with the Bureau of the Census and other persons who can provide estimates about what groups have a high likelihood of being undercounted in the year 2010 Census;
  - (2) Establish a list of groups that will be targeted for priority attention in an effort to encourage their members to be counted in the year 2010 Census;
  - (3) Develop a program to encourage participation in the year 2010 Census by the public generally, and by the target groups in particular; and
  - (4) Prepare recommendations to the City Manager about expenditures of funds to accomplish item number 3 above in an amount not to exceed the funds appropriated by City Council.

5. The Committee is empowered to adopt rules and regulations in regard to procedure and other matters so long as the same are not inconsistent with the City Code including, but not limited to, the establishment of subcommittees through which it may carry on its functions and purposes.

6. The City Manager shall appoint such staff to provide administrative and logistical support to the Committee as the City Manager shall deem necessary and appropriate, subject to the availability of funds and staff.

7. The Committee shall prepare a report of its work upon completion of its activities and submit the report to City Council.

Adopted: \_\_\_\_\_, 2009

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William D. Euille, Mayor

ATTEST:

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Jackie M. Henderson, City Clerk

## Complete Count Committee Activities – 2000 U.S. Census

### Major Public Events:

1. Landmark Mall, Center Court, February 20, Census awareness information and activities for adults and children
2. Potomac Yard at north end, March 11, Census awareness information and activities for adults and children
3. League of Women Voters unit meeting on Census 2000, February 5 (committee co-sponsored with League of Women Voters)

### Information Meetings:

1. Chamber of Commerce, breakfast, February 10
2. Chamber of Commerce reception, February 17
3. Chamber of Commerce workshop, March 7
4. Alexandria Technology luncheon, March 17
5. Holmes Run Association, March 2
6. Del Ray Civic Association, March 13
7. Lenox Place at Sunnyside Association, March 14
8. Wakefield Tarleton Civic Association, March 20
9. City Council community meeting at Cora Kelly, March 16
10. Mount Jefferson Civic Association, March 20
11. South Port, March 30
12. Religious, Charitable and social Service organizations subcommittee invited 250 groups to send representatives to its two Census briefing meetings in January and February
13. Delta Sigma Theta Census Forum, T.C. Williams, January 23
14. Census briefing for ministers, March 6
15. Briefing meetings with Hispanic Orientation and Education Program, Hopkins House, Inner City Civic Association, Bienvenidos and Seasons Condominium Association.

### Presentation and Distribution of Census Awareness Materials

1. City Council Census 2000 Proclamation, February 22
2. Displays in George Washington Birthday parade, February 21
3. Displays in St. Patrick's Day parade, March 4
4. Census as in Inova Alexandria Hospital newsletter, February
5. Census ad in Recreation Department newsletter mailed to all households, Fall, Winter and Spring
6. Census awareness material in Alexandria Redevelopment and Housing Authority newsletter
7. Census comic/coloring books sent home with elementary school, Head Start and pre-school students.
8. Census flyers distributed to secondary school students
9. T.C. Williams students produced and aired Census video
10. Presentation to T.C. Williams Project Discovery students

11. Census information mailed to 250 religious charitable and social service groups
12. Census comic/coloring books and posters distributed to health centers, recreation centers, stores and other target sites
13. Posters on Dash buses
14. Compagna Center materials for clients
15. Watergate at Landmark, four buildings, census materials for residents
16. Mark Winkler units, posters in laundry and recreation rooms
17. Mt. Vernon Laundromats, posters
18. Essex House, census brochures in mail slots
19. Mount Jefferson, brochures distributed door-to-door
20. Arlandria, distributed comic/coloring books, brochures and posters
21. Warwick Village, distributed census materials
22. Joan Gaskins, distributed census materials to clients
23. School Board candidates distributed census pencils
24. Presentation to City employee Senior Management Group
25. Presented Census Awareness facts on five-minute segment of Successful Aging program on Jones Cable TV
26. Jones Cable rebroadcasted the LWV and Successful Aging Census programs many times
27. Contractor mailed 35,000 Census Awareness post cards to target neighborhoods on April 4 to remind residents to return questionnaires
28. Sponsored advertisements in two Spanish language newspapers and on Africa-American newspaper requesting Alexandrians to cooperate with Census enumerators.



**2000 Census Alexandria Complete Count Committee**

Alexandria Federation of Civic Associations  
Alexandria Condominium Association  
Arlandria Civic Association  
Del Ray Citizens Association  
Hume Springs Citizens Association  
Inner City Civic Association  
Lynhaven Civic Association  
Northeast Citizens Association  
Southwest Quadrant Civic Association  
Strawberry Hill Civic Association  
Warwick Village Citizens Association  
Hamlets Tenants Group  
Mt. Jefferson Civic Association  
Alexandria Resident Council  
Interfaith Association  
Northern Virginia Community College  
Alexandria Chamber of Commerce  
Alexandria Chapter of The American Red Cross  
Alexandria JAYCEES  
Alexandria League of Women Voters  
Alexandria NAACP  
Alexandria United Way  
Alexandria Volunteer Bureau  
Bienvendios  
Departmental Progressive Club, Inc.  
The Empowerment Network  
Hispanic Advocacy Council  
Hopkins House Association  
Kiwanis International of America  
Northern Virginia Urban League  
Optimist Club of Alexandria  
Rotary International of Alexandria  
Salvation Army  
Senior Citizens Employment and Services  
Tenants' and Workers' Support Committee  
Staff:  
    Alexandria Police Department  
    Alexandria Health Department  
    Alexandria Department of Mental Health, Mental Retardation & Substance Abuse  
    Alexandria Department of Human Services  
    Alexandria Transit Company (DASH)  
    Alexandria Department of Recreation, Parks and Cultural Activities  
    Alexandria Public Schools  
    Alexandria Community Shelter

Jones Communications of Alexandria  
Carpenter's Shelter  
Registrar of Voters

**RESOLUTION NO. 2327**

**WHEREAS**, the United States Census Bureau will conduct a decennial census in the spring of the year 2010; and

**WHEREAS**, the Census Bureau believes that there has been a substantial undercounting of population in Alexandria in previous censuses, and that there will be a substantial undercount in the year 2010 unless an effort is mounted to encourage the public to participate in the Census; and

**WHEREAS**, the City Council wishes to establish a Complete Count Committee charged with the responsibility of ensuring that all City residents participate in the year 2010 Census.

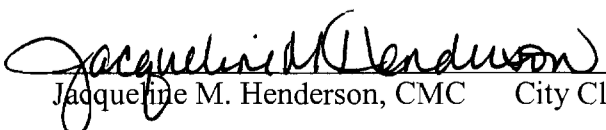
**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF ALEXANDRIA, VIRGINIA THAT:**

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3. The Committee shall consist of up to 35 members representing a broad cross section of Alexandria’s population. It is particularly important that the Committee have strong representation from civic associations, community-based organizations, the business community, and organizations that serve the population that is most likely to be undercounted.
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  - (4) Prepare recommendations to the City Manager about expenditures of funds to accomplish item number 3 above in an amount not to exceed the funds appropriated by City Council.
5. The Committee is empowered to adopt rules and regulations in regard to procedure and other matters so long as the same are not inconsistent with the City Code including, but not limited to, the establishment of subcommittees through which it may carry on its functions and purposes.
6. The City Manager shall appoint such staff to provide administrative and logistical support to the Committee as the City Manager shall deem necessary and appropriate, subject to the availability of funds and staff.
7. The Committee shall prepare a report of its work upon completion of its activities and submit the report to City Council.

ADOPTED: March 24, 2009

  
WILLIAM D. EULLE                      MAYOR

ATTEST:

  
Jacqueline M. Henderson, CMC      City Clerk