

COUNTY ADMINISTRATOR
220 NORTH MAIN STREET, P.O. BOX 8645
ANN ARBOR, MICHIGAN 48107-8645
(734)996-3055
FAX (734)994-2592

TO: Christina Montague, Chair
Washtenaw County Board of Commissioners

THROUGH: Robert E. Guenzel
County Administrator

FROM: Mark McFadden, County Planning Director

DATE: September 15, 1999

SUBJECT: Census 2000 Complete Count Forum

BOARD ACTION REQUESTED:

It is requested that the Washtenaw County Board of Commissioners approve the attached resolution that will establish a Census 2000 Complete Count Forum. The purpose of the forum is to promote awareness of the upcoming decennial census within Washtenaw County, which includes developing strategies and promotion activities that will involve citizens, local governments and community organizations. The intent of the promotion activities is to raise awareness of the importance of answering the 2000 Census.

An initial meeting is scheduled for November 4, 1999 from 7:00 - 9:00 PM. Stakeholders, which include local governments, community organizations, and citizens will be invited to this forum. The initial meeting will include a discussion on how the census can be promoted within the county as well as determining the interests from stakeholders on how they would like to participate in the promotion of the 2000 Census. Additional meetings of the Census 2000 Complete Count Forum may continue through April 2000.

BACKGROUND:

The U.S. Census Bureau has established a Partnerships Program to promote full participation in the 2000 Census by working with local governments. In fact, the Partnerships Program is the Census Bureau's number one priority for the 2000 Census. The Census Bureau recognizes the value of local knowledge and that local communities have a stake in an accurate count. It is offering the Partnership Program to local communities as a way of providing educational and technical information about the upcoming census to citizens and local stakeholders while working with local communities to identify ways to ensure a complete count. It has developed the "Complete Count Committee" as the process through which local communities can promote the census.

Mail back response rates of census forms from citizens have been declining over the last three decennial censuses. Between 1970 and 1990, the national response rate decreased from 78% to 65%. For the year 2000, the Census Bureau is projecting that the national mail back response rate will be 61%. Enclosed is a table, which identifies the 1990 mail back response rates and estimated undercounts for Washtenaw County communities.

The City of Ann Arbor and the City of Ypsilanti both are promoting the upcoming census through activities similar to the Complete Count Committee format. The County Census 2000 Complete Count Forum will serve the whole county, including smaller communities who may not have the resources to promote the census on the

local level. Stakeholders from the Cities of Ann Arbor and Ypsilanti will both be invited to participate in the County forum. The forum will encourage ways in which stakeholders and local communities can work together as partners to promote the 2000 Census.

In 1998 and 1999, Washtenaw County collaborated with 13 local governments within Washtenaw County in the Local Update of Census Addresses (LUCA) to correct and update the Census Bureau's address list. The Census Bureau uses the address list for mailing census forms in March 2000. The County Planning Department submitted 3,000 addresses not found in the original list for the 13 jurisdictions.

Washtenaw County Planning Department implemented Census promotion activities for the 1990 Census. These activities included providing posters and displays in County buildings and on the University of Michigan and Eastern Michigan University campuses, working with the Cities of Ann Arbor and Ypsilanti and the University of Michigan and Eastern Michigan University, putting posters on AATA buses, implementing a Census Liaison program with County employees, and including reminders paychecks and the *County Line* newsletter.

DISCUSSION:

Washtenaw County's population is estimated to have increased since the 1990 Census. The U.S. Census Bureau estimates that Washtenaw County's population increased by approximately 21,000 persons or 7.1% between April 1990 and July 1998. SEMCOG estimates are even greater. They estimate an increase of nearly 32,000 persons or 11.3% between April 1990 and August 1999. SEMCOG's current population estimate for the County is 314,836 persons. The growth of the County's 28 local communities is illustrated in the enclosed table. An accurate count is important for having population figures that accurately reflect the growth that is occurring within community.

Many federal and state programs allocate funding to local and County governments based on population counts. One estimate shows that for each person that is not counted, Michigan communities lose an average of \$255 annually in federal and state funding. Some examples of Washtenaw County programs and services that depend on the Census include:

- Public Infrastructure
- Roads and Transportation
- Housing
- Education and Schools
- Head Start
- Senior Nutrition
- Substance Abuse Treatment
- Foster Grandparents
- Women-Infant-Child Nutrition
- Federal Emergency Management Assistance
- Surplus Food Distribution
- Home Weatherization

The results from the 2000 Census will be the population numbers that will be used for allocating funds to these

programs and others for the next ten years.

Preparing for the 2000 Census through census promotion and the Local Update of Census Addresses program improves the possibilities of having the most accurate population count for Washtenaw County and its local communities.

IMPACT ON HUMAN RESOURCES:

Staff from the Washtenaw County Planning Department and Washtenaw County MSU Extension will work with the Census Bureau staff to coordinate and implement the Census 2000 Complete Count Forum activities.

IMPACT ON BUDGET:

None indicated for this resolution.

IMPACT ON INDIRECT COSTS:

None indicated for this resolution.

IMPACT ON OTHER COUNTY DEPARTMENTS OR OUTSIDE AGENCIES:

Citizens, local communities and Washtenaw County will benefit from the Census 2000 Complete Count Forum. Local government officials, community organizations, and citizens will be invited to participate in the forum. Participants will be encouraged to collaboratively engage in the forum process that will hopefully lead them to raise awareness of the upcoming census within their community or organization. Citizens benefit from this effort by learning about the upcoming census and its importance to their communities as well as how they can participate to promote awareness of the census.

CONFORMITY TO COUNTY POLICIES:

The Census 2000 Complete Count Forum supports three Business Improvement Plan's County Guiding Principles, which include the following:

1. Ensure long-term fiscal stability of the County.
5. Ensure adequate provision of mandated services.
7. Provide leadership on intragovernmental, intergovernmental, and intersectoral cooperation aimed at improving services to County citizens.

It also supports all of the Board of Commissioners Priorities:

- Financial and Fiscal Integrity: By improving accuracy of census, the county is improving the possibilities of receiving adequate federal and state funding for programs. It is also important for measuring the quality of county services as the population grows.
- Children's Well-being: The Census Bureau has identified that children are among those groups that are likely to be undercounted for the 2000 census. Schools are also affected by the 2000 census. Every child not counted by the U.S. Census each school that that child attends loses about \$650 in federal resources.
- Public Safety and Justice: The census provides many indicators related to the social, economic, and cultural aspects of communities and neighborhoods. This information is available on the census tract level which many times, but not always, follows neighborhood areas. This makes it possible to monitor these trends and to examine social, economic and cultural issues as they relate to public safety and justice on the neighborhood,

community, and county level.

·Economic Development, Environment, and Planning:Economic development efforts rely on timely and accurate data regarding demographic and economic trends within the county to promote Washtenaw County as a place for business and industry.Local planning commissions use census information to provide a solid, factual basis for goals and policies developed within their respective general development plans.Census information also helps Washtenaw County assess strengths and opportunities related to key indicators for initiatives, such as the Sustainable Washtenaw project.All of these efforts rely on an accurate Census count in the year 2000.

·Homelessness and Housing:Homeless persons are difficult to enumerate, as they are sometimes difficult to locate.The census also calculates the number of housing, median housing values and rents, household income, poverty status, vacancy status, persons per household, age of structures, and housing units with a mortgage.Issues related to providing and encouraging reasonable and affordable cost housing within the county for county residents as well as addressing homeless issues rely on an accurate Census count in the year 2000.Federal funding for homelessness and housing issues are also based upon the census count.

·Health:The census provides basic indicators about the physical, mental and social health of the population.These indicators include age, persons with a work disability, persons with self-care limitations, persons on public assistance, and persons in group quarters such as hospitals, nursing homes, and psychiatric institutions.

ATTACHMENTS/APPENDICES:

Attachment A - *Everything You Need to Know about Census 2000*

Attachment B - *Washtenaw County Census Data Sheet*

A RESOLUTION ESTABLISHING A CENSUS 2000 COMPLETE COUNT FORUM FOR WASHTENAW COUNTY

WASHTENAW COUNTY BOARD OF COMMISSIONERS

September 15, 1999

WHEREAS, the next Decennial Census will be taken in the year 2000 determining political representation to the United States House of Representatives, state legislatures, and local governments, the Washtenaw County Board of Commissioners recognizes the importance of each resident in the 2000 Census count

WHEREAS, declining mail response rates and increasing undercounts, attributed to multiple demographic and social factors, underscore the challenge of obtaining a complete and accurate count

WHEREAS, an accurate Census count will support an adequate and fair allocation of federal and state funds helping Washtenaw County ensure fiscal stability and adequate provision of mandated services

WHEREAS, this matter has been reviewed by the County Planning Department and the County Administrator's Office

NOW, THEREFORE, BE IT RESOLVED THAT, the Board of Commissioners establishes a Census 2000 Complete Count Forum, effective through April 2000 subject to local government unit and private sector participation

BE IT FURTHER RESOLVED THAT, the goals of the Complete Count Forum will be to bridge gaps between the community and the United States Bureau of the Census and develop strategies to inform and motivate Washtenaw County residents for full participation in the 2000 Census

BE IT FURTHER RESOLVED THAT, an informational meeting be held November 4, 1999, 7:00 – 9:00 p.m., at the Washtenaw Intermediate School District, 1819 S. Wagner Road, Ann Arbor, to provide information about the 2000 Census and to generate support for and participation in Census promotion activities

BE IT FURTHER RESOLVED THAT, the Washtenaw County Board of Commissioners directs the County Administrator to invite all appropriate stakeholders to participate in the informational meeting.

Attachment A

Everything You Need to Know about

Census 2000

for Public Officials in Washtenaw County

1. An accurate count is important to Washtenaw County and its 28 local communities. A complete count...

- **Provides accurate data for business, government, education and citizens.** It increases the accuracy of population, housing, and economic data, which is used by business, government, education, and citizens.
- **Provides base information for future estimates and projections.** The Census is used as base information for estimates and projections that are developed by the Census, SEMCOG, and other sources for the years between 2000 and 2010. Businesses, citizens, and government commonly rely on the most recent estimates possible. Without the Census, the most recent estimates would not be possible.
- **Helps local communities locate public facilities and services.** Information from the Census helps community leaders decide where to put day care centers, schools, hospitals, bus routes and many other services residents use.
- **Makes citizens' voices heard.** The Census is used to determine how many seats Michigan will have in the U.S. House of Representatives. It also determines how U.S. House of Representative District and state and local legislative district boundaries are drawn.
- **Allows accurate measuring of indicators for Sustainable Washtenaw.** It will help the county assess strengths and opportunities related to key indicators for initiatives, such as the Sustainable Washtenaw project.
- **Supplies supportive information for applications to grant monies.** It provides supportive information to the County, local communities and non-profits for making applications to public and private foundation grant programs.
- **Positions Washtenaw County for Urban County status.** It improves chances for positioning Washtenaw County for urban county status, as designated by HUD, for the year 2000. Washtenaw County is very close to reaching the threshold population of 200,000 persons located outside of the City of Ann Arbor.
- **Ensures an adequate and fair amount of State and Federal funds.** It increases the chances that Washtenaw

County and local communities will receive an adequate and fair amount of federal and state funds to assist with economic development, housing, infrastructure, transportation, and health and human service needs. One estimate shows that for each person that is not counted, Michigan communities lose an average of **\$255** annually in federal and state funding.

2.The countdown to Census 2000 has begun.

Fall 1999The Census Bureau will open field offices and recruit and test workers.

Winter 2000Postal workers and local communities will complete the final review of address lists.

Mid-March Census forms will be mailed.

April 1Census Day

3.Census information is strictly confidential.

Ø**By law, the Census Bureau cannot share your answers.**No one - not the IRS, immigration, welfare, child services, the police, nor any other government agency -can find out your answers.

Ø**Census workers are sworn to secrecy.**Census workers can face a \$5,000 fine and a five-year prison term for giving out information they see on a form.

4.Help will be available.

§**Toll-free telephone numbers.**Telephone assistance will be available to assist respondents with completion of the census form.Assistance will include translation for people who speak Spanish and other languages and will be accessible through TDD for the hearing impaired.

5.The Census Bureau needs workers!

“The U.S. Census Bureau will be opening a Field Office in Ann Arbor in December 1999.The Ann Arbor Field Office will need nearly **600 workers**, including enumerators (census takers), clerks, supervisors, and a district manager.

“If someone is interested in working for the Census Bureau, he or she can call **1-888-325-7733**.

6.Washtenaw County has already been working on the 2000 Census.

3Local Update of Census Addresses (LUCA).The County Planning Department Staff collaborated with 13 jurisdictions in Washtenaw County in 1998 and 1999 to correct and update the Census Bureau's address list used for mailing census forms.County Planning staff submitted 3,000 addresses not found in their original list for the 13 jurisdictions.

3 LUCA/Census 2000 Partnerships Workshop (July 1998).County Planning Staff sponsored a local workshop conducted by the Census Bureau staff to educate local officials about LUCA and Census 2000 promotion.Approximately 20 communities attended this workshop.

3Washtenaw County Census 2000 Retracting Committee.This sub-committee was appointed by the County Planning Commission.Its purpose was to approve changes to Washtenaw County Census Tracts.It consisted of 11 members, mostly local government staff people.The sub-committee met 3 times in late 1998 as a group to review and approve census tract changes.A 35-page report and 40 maps, prepared by County Planning staff,

were submitted to the Census Bureau through the SEMCC.

3 Southeast Michigan Census Council (SEMCC). This 10-county committee's purpose was to review the changes to Census Tracts proposed by each of the counties that comprise the Detroit-Ann Arbor-Flint CMSA. County Planning staff submitted Washtenaw County's census tract changes to the committee. The committee met 4 times in 1998 and 1999 and submitted changes to the 10 counties' census tracts to the Census Bureau.

3 "This Job Could be for You" - Census Bureau Jobs Promotion Video. County Planning staff asked the Community Television Network (CTN) to place the Census Bureau's 5-minute video on the *Access Ann Arbor* public service announcement program and for general airing on community access cable channels. The video has been airing since September 1998 and is scheduled to air through April 2000.

3 "Census 2000 in the Schools" Program. County planning staff contacted the 10 school districts located in the County to inform them of the Census in the Schools program. Approximately 5 or 6 school districts asked for and received copies of the program information developed by the Census Bureau.

3 Census Bureau Partnerships Program. County planning staff forwarded information to the Partnerships program on local non-profits and clubs that might potentially be interested in hearing about Census 2000.

Attachment B

Washtenaw County Census Data Sheet

County Subdivision	1990 Census			1998 Estimated Population	1990-1998 Percent Population Change
	Population	Mail Response Rates	Estimated Undercount*		
Ann Arbor city	109,608	73	1859	109,967	0.3
Ann Arbor twp.	3,794	64	16	4,156	9.5
Augusta township	4,415	69	0	4,655	5.4
Barton Hills vill.	320	76	0	332	3.8
Bridgewater twp.	1,304	77	0	1,477	13.3
Chelsea village	3,772	80	2	4,231	12.2
Dexter township	4,407	67	3	5,206	18.1
Dexter village	1,497	72	14	1,681	12.3
Freedom township	1,486	76	0	1,490	0.3
Lima township	2,585	78	0	3,702	43.2

Lodi township	3,902	80	0	5,041	29.2
Lyndon township	2,228	68	2	2,521	13.2
Manchester twp.	3,492	75	10	3,970	13.7
Manchester vill.	1,753	74	0	1,724	-1.7
Milan city	3,060	77	3	3,413	11.5
Northfield twp.	6,732	68	0	7,461	10.8
Pittsfield township	17,650	63	197	23,985	35.9
Salem township	3,734	69	0	5,038	34.9
Saline city	6,663	82	14	7,441	11.7
Saline township	1,276	75	2	1,301	2.0
Scio township	11,075	75	0	13,413	21.1
Sharon township	1,366	82	1	1,644	20.4
Superior township	8,720	71	74	10,380	19.0
Sylvan township	5,827	78	3	6,647	14.1
Webster township	3,235	76	0	4,397	35.9
York township	6,225	79	3	6,723	8.0
Ypsilanti city	24,846	58	522	22,923	-7.7
Ypsilanti township	45,307	67	424	46,118	1.8

* Estimate is the difference between the official count and the adjusted count, which reflects best estimates of people missed in the original count based on the 1990 Census Post-Enumeration Survey.