

COUNCIL ACTION FORM

SUBJECT: 2010 CENSUS PUBLIC EDUCATION CAMPAIGN AND BUDGET

BACKGROUND:

In anticipation of next year's federal census, staff has been developing a plan to educate Ames residents regarding the importance of completing and returning census forms when they are distributed next spring.

It is very important that all Ames residents understand the significance of participating in the 2010 Census. Several types of state and federal funding are based on census counts. Political representation is determined by census counts, and the census may impact the type and nature of growth attracted to the community.

As in 2000, Iowa State University students will comprise the largest target group for this educational effort. This group has the most potential for non-compliance due to a variety of factors. Students may be confused about their official "residence," and may incorrectly believe their parents' home or their hometown is their residence for the census. Census law clarifies "residency" as the place you live and sleep the majority of the year. It may not be an individual's legal or voting residence. The goal is to ensure that Iowa State University students, as well as all others living in Ames, correctly "Claim Ames!" in the 2010 Census.

To address these vital educational needs, City staff is developing a marketing plan to promote appropriate responses to the 2010 Census. The plan will include electronic marketing and social media, advertising, and public outreach. A key component of the marketing plan is the Complete Count Committee, a census steering committee to be comprised of representatives from ISU, the schools, media, the business community, and civic and religious groups.

The \$30,000 budget request mirrors the costs associated with the 2000 Census. While costs have increased over the past 10 years, the use of electronic communication in place of printed material in some cases should create cost savings to cover increased charges in advertising and other materials.

The proposed budget is outlined on the next page:

Claim Ames 2010 incentive prizes (\$500 X 4; \$50 X 10)	\$ 7,000
Census Advertising	\$14,500
Print	
Radio	
Web	
Bus Boards	
Claim Ames promotional items	\$ 4,500
T-shirts, note pads, magnets, etc.	
Printing	\$ 2,500
(coloring pages, fact sheets)	
Misc.	<u>\$ 1,500</u>
TOTAL	\$30,000

Census education has already begun with displays at the public schools last week during parent-teacher conferences.

ALTERNATIVES:

1. Allocate \$30,000 from the Council's Contingency Account for Census 2010 promotional activities.
2. Allocate another amount from the Council's Contingency Account for Census 2010 promotional activities.
3. Do not allocate funding for Census 2010 promotional activities.

CITY MANAGER'S RECOMMENDED ACTION:

Obtaining an accurate census is vital for a number of reasons. The census count qualifies the City for various state and federal funding streams. Census data is used by businesses as they decide whether or not to locate in Ames. This promotional investment will be repaid many times over through governmental funding and economic benefits to the community.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, allocating \$30,000 from the Council's Contingency Account for Census 2010 promotional activities.