Everyone Counts in Cedar-Riverside
Collaboratively Engaging to Increase U.S. Census Participation

Megan Evans, Adam Faitek, and Anna Swanson
May 14, 2010
Everyone Counts in Cedar-Riverside
Collaboratively Engaging to Increase U.S. Census Participation

Table of Contents

Table of Contents ........................................................................................................................................... 2
Introduction ......................................................................................................................................................... 4
Background ....................................................................................................................................................... 6
    History of Cedar-Riverside .............................................................................................................................. 6
    Importance of the U.S. Census .......................................................................................................................... 7
    The Census in Cedar-Riverside ....................................................................................................................... 7
    CHANCE Census Engagement Project ............................................................................................................ 7
Goals and Objectives ......................................................................................................................................... 8
Principles, Assumptions, and Approach ........................................................................................................... 8
    Assumptions Underlying the Work in Cedar-Riverside .................................................................................. 9
    Approach to Project ....................................................................................................................................... 10
Overview of Project Activities .......................................................................................................................... 12
    Coordination and Documentation of 2010 U.S. Census Outreach in Cedar Riverside .................................. 12
Census Engagement Data Findings and Outcomes ............................................................................................ 13
    Outreach Targeting ...................................................................................................................................... 13
    Preliminary Outcomes .................................................................................................................................. 16
Project Evaluation .............................................................................................................................................. 19
    Inputs ............................................................................................................................................................. 19
Model for Community Organizing in Cedar-Riverside ..................................................................................... 22
    Step One: Define the Issue ............................................................................................................................ 23
    Step Two: Collect Information ....................................................................................................................... 23
    Step Three: Identify Neighborhood Support .................................................................................................. 24
    Step Four: Identify Broader Community Support and Funders ...................................................................... 24
    Step Five: Design Plan for Action ................................................................................................................... 24
    Step Six: Create Group Expectations and Norms .......................................................................................... 24
    Step Seven: Implement and Revise as Needed ............................................................................................... 25
    Step Eight: Evaluation and Follow-Up ........................................................................................................... 25
Conclusion ......................................................................................................................................................... 25
Appendix I ......................................................................................................................................................... 27
    Memorandum of Agreement ........................................................................................................................... 27
Appendix II ......................................................................................................................................................... 39
    Final Timeline .............................................................................................................................................. 39
# Table of Contents (continued)

Appendix III ........................................................................................................................................ 44
Event Summaries and Assessments ................................................................................................. 44
  Event 1: Census Leadership Training and Conference ............................................................... 44
  Event 2: Neighborhood Census Liaison Training ..................................................................... 45
  Event 3: Census Tabling ............................................................................................................... 45
  Event 4: Brian Coyle Census Form Assistance ......................................................................... 46
  Event 5: Outreach and Flyering in The Cedars ......................................................................... 47
  Event 6: Census Day Celebration ............................................................................................... 48
  Event 7: Outreach and Flyering in Riverside Plaza ................................................................. 49
  Event 8: Volunteer Appreciation Celebration .......................................................................... 49

Appendix IV ..................................................................................................................................... 51
  Neighborhood Census Liaison Description ............................................................................... 51

Appendix V ..................................................................................................................................... 52
  Neighborhood Census Liaison “Walk Sheet” ........................................................................... 52

Appendix VI .................................................................................................................................... 53
  Census Promotional Materials ................................................................................................... 53
    English ..................................................................................................................................... 53
    Spanish ................................................................................................................................. 63
    Amharic ............................................................................................................................... 68
    Somali ................................................................................................................................... 69
    Hmong ................................................................................................................................... 78
    Korean ................................................................................................................................... 81

Appendix VII .................................................................................................................................. 83
  Examples of Volunteer Solicitation E-mails ............................................................................. 83
  Media Coverage ....................................................................................................................... 87

Humphrey Institute of Public Affairs Website Features, May 2010 ........................................... 89
Making Everyone Count .................................................................................................................. 89
Introduction

The CHANCE Census Engagement Project is the result of community-based research in which members of the West Bank Community Coalition (WBCC) and Cedar-Riverside Neighborhood Revitalization Project (CR-NRP), and Humphrey Institute of Public Affairs students collaborated to address Cedar-Riverside neighborhood engagement in the 2010 United States Census.

Megan Evans, Adam Faitek, and Anna Swanson began working with Sophia Ginis (WBCC) and Abdirizak Mahboub (CR-NRP) through the Humphrey Institute of Public Affairs’ “Engaging the Public in Policy and Planning” course. The course is offered as part of the Cedar-Humphrey Action for Neighborhood Collaborative Engagement (CHANCE) student-led initiative. Since the 2007-08 academic year, CHANCE students have completed nine community-based capstone projects in collaboration with Cedar-Riverside neighborhood organizations.

Beginning in fall 2009, the student team participated in a semester-long effort to learn about the Cedar-Riverside neighborhood by attending neighborhood meetings, listening to neighborhood leaders, and asking neighborhood residents about their community concerns in accordance with the principles of Community-Based Research (CBR). CBR is a distinct approach to engaged scholarship that is driven by community, rather than campus, interests. It applies the idea that “The more people participate in the process of their own education ... the more the people participate in the development of their selves. The more the people become themselves, the better the democracy.”¹ Specifically, CBR features:

- A collaborative partnership between students and community members;
- The democratization of knowledge between partners; and
- A commitment to achieve social change and social justice.²

From the beginning, the impending 2010 United States Census was frequently cited by residents as issue to be addressed as they felt the population had been significantly undercounted in 2000. A census undercount results in lasting consequences such as reduced federal funding and inaccurate service provision.³ Consultation with census stakeholders such as Terra Cole (Hennepin County), Hannah Garcia (Minneapolis Complete Count Committee), and Margaret Kaplan (Minnesota Center for Neighborhood Organizing) helped the team understand the scope of citywide census-promotion efforts and the gaps that remained in Cedar-Riverside. Research to comprehend the extent of the past undercount and characteristics of hard-to-enumerate communities underscored the urgency of a strategic approach to census promotion. Guidance from neighborhood leaders such as Abdirizak
Mahboub and Sophia Ginis steered the team toward those approaches that could best engage Cedar-Riverside residents.

The CHANCE class compiled and proposed four potential projects to Cedar-Riverside community members in November 2009. Based on participants’ feedback, the need to support the 2010 U.S. Census in the neighborhood emerged as the top priority and was approved as a 2010 CHANCE capstone project. From the beginning of the year through April 27, 2010, the CHANCE Census Engagement Team (hereafter referred to as the CHANCE census team) worked with the neighborhood to raise over $8,000 to produce 8 large engagement events, train 17 Neighborhood Census Liaisons (NCLs), and knock on over 1,500 Cedar-Riverside doors to empower local residents to actively participate in the betterment of their community. Over the course of 6 months, individual team members participated in 22 meetings, connected with 29 organizations, and collectively spent over 200 hours actively working with community partners.

The following report details the planning, process, and recommended engagement model that result from collaborative efforts with the team’s Cedar-Riverside partners. Specifically, readers may refer to:

- Background information on Cedar-Riverside, the importance of the census generally and in the neighborhood specifically, and the scope of this engagement project;
- The specific goals and objectives, approach, and methodology of the work;
- Project outcomes; and
- The neighborhood engagement model that results from this team’s experience.

The CHANCE census team was fortunate to have the support of its community partners – Sophia Ginis, Abdirizak Mahboub, and Saeed Fahia (Confederation of Somali Community in Minnesota) – throughout each project step. Donors, including the League of Women Voters, the Humphrey Institute (Dean J. Brian Atwood), CHANCE, the University of Minnesota’s Office for Public Engagement (Andy Furco), the Center for Urban and Regional Affairs (Neighborhood Partnership Initiative grant), and the CR-NRP Community-Building Committee, provided the essential resources to realize our work. Mohamed Abdullahi (Somali-American Education Program) was also an invaluable resource who helped to organize many of the team’s events. Humphrey Institute Associate Dean Greg Lindsey and CHANCE Coordinator Merrie Benasutti provided important technical guidance and moral encouragement. Finally, the work of the 17 Neighborhood Census Liaisons who performed this project’s essential tasks can be credited for improving Cedar-Riverside’s prospects for the next decade. The NCL volunteers included:

- Amal Hassan Abdi
- Mohamed Ahmed
- Ahmed Abdi Elmi
- Fadumo Mohamed Mire
- Zakarie Mohamed
- Rukia Samatar
- Sharif Abdinur
- Amina Abdshir Ali
- Hadio Farah
- Hawa Mohamed
- Maryan Mur
- Noor Warsame
- Amina Adam
- Fadumo Ali
- Ali Hilowle
- Surer Mohamed
- Soleban Nur

The CHANCE census team could not have succeeded without these important partners.
Background

History of Cedar-Riverside

The geographically compact Cedar-Riverside neighborhood (also known as The West Bank) in Minneapolis encompasses a variety of cultures, arts establishments, businesses, and institutions within its borders. Interstates 94 (south) and 35W (west) and the Mississippi River (east) physically isolate the triangular neighborhood from surrounding communities; the main avenues, Cedar and Riverside, provide thoroughfares and the neighborhood’s namesake. Over 7500 community members reside within just 0.77 square miles, making this West Bank neighborhood one of the densest in the city.4

Cedar-Riverside has long been home to immigrant communities new to the Twin Cities. Historically, German and Scandinavian settlers first staked claim to the area in the 1850s. The local milling and industries continued to attract new residents throughout the rest of the nineteenth century, including the "Bohemians" who resided along the Mississippi’s flats, Danes, Swedes, and Norwegians. Augsburg College, St. Mary’s School of Nursing (now St. Catherine University), and Fairview Hospital were also established in the neighborhood during this time.5 By 1910 the neighborhood’s population peaked at 20,000 residents. Eastern European immigrants began to settle in the neighborhood after World War II; however, by this time the population had significantly decreased to just over 8,500. Plans for the interstate construction and University of Minnesota West Bank campus addition in the mid-1960s caused a natural neighborhood exodus with nearly 4,000 residents moving elsewhere.6 New building projects such as the Riverside Plaza complex in the 1970s brought 1300 additional mixed-income housing units to the neighborhood.7

By 1980, Cedar-Riverside was home to approximately 6,700 residents.8 Census data from 1980, 1990, and 2000 note increasing numbers of Black/African American, Asian, and Hispanic residents and decreasing numbers of White and American Indian households. Specifically, results from the 2000 Census attributed 3,068 White, 2,409 Black/African American, 59 American Indian, 1,184 Asian, and 426 Hispanic residents to the neighborhood.9 The 2000 Census counted approximately 7,500 Cedar-Riverside residents.10

Presently, Cedar-Riverside is home to many Somali immigrants who first sought refuge in Minnesota following the beginning of the Somali Civil War in 1991. Community members from Ethiopia, Eritrea, and other parts of northeast and east Africa also contribute to growing segments of the neighborhood population. Amid landmarks such as The Cedar Cultural Center, the West Bank School of Music, Hard Times Cafe, and KFAI Radio, the presence of Cedar-Riverside’s mosques, Somali malls, and ethnic restaurants are representative of the current population and add to the neighborhood’s diverse history.
**Importance of the U.S. Census**

As required by Article 1, Section 2 of the United States Constitution, the U.S. Census takes place every ten years to provide a population count of each person residing in the country. The census is important as it is used to allocate close to $400 billion in federal aid, or $1,460 for every person,\(^\text{11}\) to determine the number of state congressional seats, and to make economic decisions. Census data helps organizations best plan for rescue efforts, disease prevention, infrastructure development, job training centers, and public school funding, among many other things. Robert Groves, Director of the U.S. Census Bureau, notes, “Just like we can’t survive without roads and bridges, the country doesn’t function well without an updated census to distribute funds to areas that most need them and to support community decisions about their own future.”\(^\text{12}\)

Participation in the U.S. Census is required by law; however, many U.S. communities are difficult to count due to a number of factors such as residents’ language barriers or lacking a telephone.\(^\text{13}\) Residents who do not respond to the mailed census form must be manually counted by a census taker who visits their home. If all U.S. residents filled out and returned their mailed census forms the country would save an estimated $1.5 billion.\(^\text{14}\)

**The Census in Cedar-Riverside**

With a diverse population of immigrants, low-income workers, and unemployed families, Cedar-Riverside is especially at risk for a census undercount. In fact, some neighborhood workers estimate that as many as two-thirds of Somali residents were not counted in the 2000 census.\(^\text{15}\) The U.S. Census Bureau calculates a rating to identify hard-to-count census districts based on twelve variables correlated with non-response rates from the 1990 and 2000 Censuses. The Cedar-Riverside neighborhood’s score of 99 (out of 132) makes it the tenth-highest hard-to-count census district in the state of Minnesota (out of 1,298 census tracts).\(^\text{16}\)

Nationally, the neighborhood ranks in the 98th percentile.

As confirmed by a number of Cedar-Riverside leaders and as is evident in literature on the subject, immigrants are often particularly afraid to provide the government information due to negative past experiences in their home country and concerns over how the government may use the information. Census outreach experts also cited some residents’ inexperience with the census and the highly mobile lifestyle led by young people as factors hindering an accurate census count.\(^\text{17}\) More broadly, communication concerns also affect the neighborhood’s ability to work with public agencies, as some residents are reluctant to dial 911 in cases of emergency or to cooperate as a witness. Though crime rates have decreased recently,\(^\text{18}\) Cedar-Riverside representatives fear under-reported crimes are preventing the neighborhood from receiving the resources it needs. In sum, these factors illustrate not only the challenge an accurate Cedar-Riverside census count poses but also the potential improvement an exercise in successful community–public agency collaborations can bring to the neighborhood.

**CHANCE Census Engagement Project**

Given the importance an accurate census count carries for the Cedar-Riverside neighborhood and the level of concern expressed by community leaders, CHANCE census team members, including Megan Evans, Adam Faitek, and Anna Swanson, sought to harness CBR principles to
coordinate the neighborhood’s existing census efforts and identify additional needs in order to ensure all Cedar-Riverside residents were adequately informed of, educated about, and comfortable participating in the 2010 U.S. Census. By actively encouraging participation across the neighborhood, Cedar-Riverside would be more likely to receive its fair share of federal dollars and resources. Further, the project provided a unique opportunity to empower local residents in a critically important task and inspire an engagement model for future neighborhood activities. Working side-by-side with community partners, including members of the West Bank Community Coalition and Cedar-Riverside Neighborhood Revitalization Project, would allow the team to engage residents by “respect(ing) their knowledge ... and help(ing) them to respect their knowledge.”

Goals and Objectives

The CHANCE Census Engagement Project goals encompassed both short- and long-term objectives. The team planned to use census engagement as a model organizing activity that could be replicated for future civic participation promotion efforts in the neighborhood.

1. **Short-term goal**
   Reduce the 2010 U.S. Census undercount in the Cedar-Riverside neighborhood by:
   - Coordinating existing local organizational efforts to reduce replication and gauge coverage;
   - Identifying gaps in neighborhood promotion and facilitating neighborhood partners to direct culturally-specific outreach toward these areas;
   - Marketing opportunities for residents to promote U.S. Census participation to their neighbors; and
   - Recruiting local members of the community for U.S. Census jobs and volunteer opportunities.

2. **Long-term goal**
   Strengthen communication and trust between local residents and government representatives by:
   - Involving as many local residents in U.S. Census promotion as possible;
   - Documenting U.S. Census outreach processes; and
   - Identifying which practices can be used to promote other types of positive civic behavior in Cedar-Riverside.

Principles, Assumptions, and Approach

CHANCE students employed community-based research principles in the work with the Cedar-Riverside neighborhood. CBR is collaborative, change-oriented research that engages faculty, students, and community members in projects that address a community-identified need. The motivation behind the project was built upon the shared worldview that Cedar-Riverside
Principles, Assumptions, and Approach | CHANCE Census Engagement Project

should not be undercounted in the 2010 U.S. Census, agreement on goals and strategies (as outlined in the original Memorandum of Agreement, see Appendix I), and a mutual trust and respect between CHANCE students and neighborhood partners.

Assumptions Underlying the Work in Cedar-Riverside

The engagement work was to be based on the three following underlying CBR assumptions about interaction with partners.

Clear communication and careful listening

- Partnering with neighborhood organizations (i.e., West Bank Community Coalition and Cedar-Riverside Neighborhood Revitalization Program) brought legitimacy to the work, as well as gave ideas for how to achieve stated goals.
- Working with native speakers and translators to craft messages helped communication with non-English speakers in the neighborhood.
- Connecting with community members and building a network of individuals involved in neighborhood issues improved the CHANCE census team’s capacity to work within the neighborhood.
- Connecting to the larger community of organizations involved in census outreach helped the CHANCE census team and its partners gain valuable ideas, materials, and training to enhance efforts within Cedar-Riverside.

Understanding and empathizing with each other’s circumstances

- Partnering with community members and organizations within the community of Cedar-Riverside around Census 2010 resulted in a more accurate count of the neighborhood.
- Prioritizing work based upon the largest ethnic populations maximized coverage. This specific project focused on Somali and Vietnamese households (see Figure 1, Cedar-Riverside: Hard-to-Count populations).
- Holding events and conducting outreach designed to educate and encourage participation in the census within the community maximized residents’ learning and action.
- Offering stipends to community members was an effective way to recruit liaisons to fulfill the goals of the project.

Flexibility

- As work within the neighborhood progressed, the CHANCE census team learned and altered the work plan to continually address the needs of the community.
- Employing a variety of strategic approaches helped the CHANCE census team address the unique needs of each group within the neighborhood.

Additionally, the partnership’s outcomes were analyzed based upon three desired traits:

- Partners’ primary interests or needs are met;
• Partners’ organizational capacities are enhanced; and
• Partners adopt a shared, long-range social change perspective.21

This partnership cannot determine if partners adopted a shared, long-range social change perspective since it is a long-term outcome beyond the timeframe of this particular project. However, incremental steps toward this desired trait can be achieved through the continued work of the CHANCE census team and partners.

Approach to Project

By utilizing the 2010 U.S. Census promotion in Cedar-Riverside as an active case study of applied community-wide communication efforts, the CHANCE census team planned to identify the existing factors that facilitate success and areas in need of improvement.

Preliminary research, including a literature review regarding U.S. Census undercounts, messaging strategies for traditionally undercounted areas, and general communication strategies for diverse populations, provided foundational knowledge to prepare a simple, targeted educational strategy tailored to the unique needs of Cedar-Riverside. In addition, feedback from neighborhood leaders such as Abdirizak Bihi and census experts such as state demographer Barbara Ronningen highlighted the specific challenges the neighborhood and other hard-to-count communities faced in previous census counts. With these lessons and facts in mind, the team presented an initial Memorandum of Agreement, which outlined the project’s proposed goals, approach, deliverables, and timeline (see Appendix I), to community partners.

Throughout the project’s implementation, factors such as additional research findings, lessons learned, unanticipated partnership opportunities, and early census participation-rate data required continual plan revision. The resulting project timeline (see Appendix II) reflects important community input, strategy modifications, and collaboration with other Minneapolis Complete Count Committee member activities.

As a result of this iterative process, the CHANCE census team and its partners completed four principal tasks:

1. **Formulated an initial action plan for a successful U.S. Census count in Cedar-Riverside.**
   To do this, CHANCE census team members reviewed:
   • Existing research on census promotion in hard-to-count areas, neighborhoods with large immigrant populations, and effective strategies to work in densely populated neighborhoods;
   • Previous Cedar-Riverside census outreach strategies to understand past efforts, successes, and undercount hypotheses;
   • Current census promotion activities to gauge neighborhood coverage, coordination, efficiency of efforts, and remaining needs; and
   • Training plans to best prepare volunteers to educate community members.
2. **Collaborated with Hennepin County, the City of Minneapolis, and local community organizations.** To do this, CHANCE census team members attended, participated in, and/or facilitated:
   - Complete Count Committee meetings (city wide);
   - Neighborhood organizational meetings (CRNRP, WBCC, and West Bank Business Association);
   - The 2010 Census Leadership Training and Conference (hosted by Main Street Project and Minnesota Center for Neighborhood Organizing);
   - Community volunteer recruitment meetings; and
   - Canvassing and other events promoting Census participation.

3. **Encouraged community participation.** To do this, CHANCE census team members solicited funds to:
   - Compensate important neighborhood leaders who were not eligible for U.S. Census jobs;
   - Translate print materials and oral events;
   - Print outreach materials;
   - Provide transportation to Census meetings; and
   - Provide refreshments at Census events.

4. **Created a replicable model so that Cedar-Riverside may recreate successful 2010 U.S. Census engagement practices.** To do this, CHANCE census team members documented and evaluated the:
   - Experiences of NCL participants;
   - Reception and understanding of community members, including analysis of “walk sheet” data; and
   - Applicability of 2010 U.S. Census promotion efforts to other neighborhood-wide issues.\(^22\)
Overview of Project Activities

Coordination and Documentation of 2010 U.S. Census Outreach in Cedar Riverside

The following timeline displays the evolution of the 2010 Census engagement in Cedar-Riverside, from the team’s enrollment in the “Engaging the Public in Policy and Planning” course, to project development and selection, general overview of work, and ending with the team’s presentation of the project and its results to the community. For detailed original and actual timelines, refer to Appendices I and II.

* Work within the neighborhood comprised 8 main events between January 22 and April 27, 2010. These events are described in detail in Appendix III and referenced in the logic model.
Census Engagement Data Findings and Outcomes

The CHANCE census team used data throughout its project to assist outreach targeting and outcomes tracking. These pieces helped shape the team’s strategy and provided information to evaluate the project for both neighborhood leaders and funders.

Outreach Targeting

Strategy

Given a quickly moving timeline and limited resources, utilizing available data to calculate the greatest areas of census outreach need was vital to success. The CHANCE census team created a map of hard-to-count (HTC) neighborhood blocks from data based on the 1990 and 2000 U.S. Census HTC scores. These scores are based on twelve attributes corresponding with non-response rates, including the number of vacant, renter-occupied, unemployed, or linguistically isolated households. Cedar-Riverside was already identified as a hard-to-count neighborhood based on its comprehensive score; however, the team wanted to understand which portions of the neighborhood most embodied the HTC factors. Because much of this information was not available at the block level, the team used two variables. The first, renter-occupied household units, is a hard-to-count variable. The other, race/ethnicity, was used as a proxy variable for linguistically isolated household units, due to Cedar-Riverside’s high immigrant, non-native English speaking population. The map reveals that the majority of Cedar-Riverside residents and most people of the Black/African American, Asian, and Middle Eastern races and ethnicity reside in two census block groups, numbered 2001 and 2002 (see Figure 1, below). Given Cedar-Riverside’s well-known Somali, Eritrean, Oromo, Ethiopian, Korean, and Vietnamese immigrant populations, as well as the sheer density of rental housing within The Cedars and Riverside Plaza complexes (located in these block groups), many residents of these particular mapped races represent households that correspond to HTC attributes.

The team also obtained data from the Voter Access Network (VAN), which provides 2008 information based on both voter history and consumer data, to supplement the map data. The VAN data (displayed in the tables below the Figure 1 map), show that seven out of the top-ten addresses inhabited by Asian residents, all ten of the addresses most frequently inhabited by Black residents, and nine of the top-ten addresses inhabited by Middle Eastern residents are located in census block groups 2001 and 2002. In contrast, only four of the top-ten addresses inhabited by non-Hispanic White residents (who are not as likely to be immigrants in this neighborhood) are located in these block groups. For these reasons, the VAN data further supported the team’s initial belief that targeting should be concentrated in block groups 2001 and 2002.
Figure 1

Cedar Riverside: Hard to Count Populations

Legend

<table>
<thead>
<tr>
<th>Number of hard-to-count</th>
<th>0 - 24</th>
<th>25 - 73</th>
<th>74 - 150</th>
<th>151 - 511</th>
<th>512 - 2962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>0-24</td>
<td>25-73</td>
<td>74-150</td>
<td>151-511</td>
<td>512-2962</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 10 Asian Addresses</th>
<th>Number of People</th>
<th>Census Block #</th>
<th>Top 10 Black and African American Addresses</th>
<th>Number of People</th>
<th>Census Block #</th>
<th>Top 10 Middle Eastern Addresses</th>
<th>Number of People</th>
<th>Census Block #</th>
<th>Top 10 Non-Hispanic White Addresses</th>
<th>Number of People</th>
<th>Census Block #</th>
</tr>
</thead>
<tbody>
<tr>
<td>430 22ND AVE S</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
</tr>
<tr>
<td>1515 S 4TH ST</td>
<td>30</td>
<td>4001</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
</tr>
<tr>
<td>1503 S 4TH ST</td>
<td>30</td>
<td>4001</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
</tr>
<tr>
<td>780 21ST AVE S</td>
<td>25</td>
<td>4020</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
</tr>
<tr>
<td>1610 S 8TH ST</td>
<td>25</td>
<td>4020</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
</tr>
<tr>
<td>1503 6TH ST</td>
<td>25</td>
<td>4020</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
</tr>
<tr>
<td>1500 6TH ST</td>
<td>25</td>
<td>4020</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
</tr>
<tr>
<td>1500 S 5TH ST</td>
<td>10</td>
<td>4020</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
</tr>
<tr>
<td>1535 6TH ST</td>
<td>10</td>
<td>4020</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
<td>525 S 4TH ST</td>
<td>10</td>
<td>4011</td>
</tr>
</tbody>
</table>
Completed work

Figures 2 shows the breadth and depth of the CHANCE census team’s outreach efforts. The figure shows where the team attended meetings and held events, and demonstrates the effort to maintain a presence in the residential hard-to-count parts of the community. The map also highlights the number of times that each area was visited. The two census tracts highlighted in the initial targeting received the most visits, followed by the Humphrey Institute, where the team held most of its internal planning meetings. In general, the team abided by its original strategy to spend most of their outreach time in the hardest-to-count census blocks. It is important to note the map does not include events that encompassed more than one geographical area, such the door-to-door canvassing that covered many blocks.

Over the course of four months, the CHANCE census team attended a total of 22 meetings with neighborhood and community leaders and 8 events directly involving the team and community members. In all, CHANCE team members, Neighborhood Census Liaisons, and other community volunteers collectively knocked over 1,500 doors, distributed over 1,700 Somali and English fliers, and helped complete and mail over 100 census forms.

Figure 2

![Map of Cedar Riverside showing CHANCE Census Engagement Team Visits]

Legend:
- 10 Visits or More
- 5 Visits
- 2 Visits
- 1 Visit
Preliminary Outcomes

Hard-to-count scores

Though a direct correlation cannot necessarily be drawn, quantitative findings and anecdotal evidence indicate the community and CHANCE census team’s work since January has led to an increase in the count. Figure 3 charts the top-fifty hardest-to-count census districts in the state of Minnesota against their subsequent mail participation rates.¹

The scatter plot shows the result of that data collection. These comparisons indicate that the Cedar-Riverside neighborhood, highlighted by the blue diamond, performed better than the trend line. Put another way, the Cedar-Riverside neighborhood had the eighth-highest hard-to-count ratings in the state. Based on these, it could be expected the neighborhood would have had the eighth-lowest mail-participation rate, an indicator overall participation. However, as of April 27, 2010, Cedar-Riverside had the 31st highest mail participation rate, indicating performance that exceeded expectations.

Figure 3

---

¹The Mail Participation Rate is the percentage of forms mailed back by households that received them.
Comparison to Minneapolis neighborhoods

Taking a closer look, Cedar-Riverside performed comparatively well to its neighbors in Minneapolis and outperformed mail-return rates in the north-side and south central parts of the city (see Figure 4).

*Figure 4*

**Minneapolis Census Return Rates**
Comparison to other concentrations of Somali populations

Taking a broader look and comparing Cedar-Riverside to other areas in the U.S. with comparatively large Somali populations also indicates success. Both census block groups in Franklin County, Ohio, and Androscoggin County, Maine, had return rates lower than the Cedar-Riverside neighborhood (51% and 59%, respectively).

Comparison between participation rates

When gathering data to evaluate the completed work, it initially made sense to look at mail participation rates from 2000 as a benchmark for work in 2010. However, according to Margaret Kaplan from the Minnesota Center for Neighborhood Organizing and Barbara Ronningen from the State Demographer’s Office, these rates were not included in a final analysis of the previous census. Both mentioned that 2000 rates were suspect for three reasons: 1) the methodology for calculating the mail participation rate changed from 2000 to 2010, 2) it is not clear if major hard-to-count areas in the neighborhood (i.e., Riverside Plaza) were counted by mailed-in forms or by door-to-door enumeration, and 3) replacement census forms completed from Census Questionnaire Assistance Centers and Be Counted sites are not included in the total rate.

Anecdotal evidence

Short interviews with the NCLs indicated that they believed their work was effective. All of the NCLs had a positive experience and believed their work made a difference in Cedar-Riverside census participation. For example, one woman said that she continued to talk with her neighbor until she understood why the census was important and agreed to fill out her form. Another man spoke of his ability to convince his neighbors, one an elderly gentleman and the other an Oromo lady, to fill out and mail their forms. Finally, one of the NCLs said that she was glad to see the neighborhood work together to get things done and believed that this could happen again in the future.
Project Evaluation

The following chart employs standard program evaluation techniques to evaluate the CHANCE census team project in a logic model (Figure 5). The logic model inputs (the necessary components for the work to occur, e.g., people, materials, resources, etc.) are laid out below and the chart links the project’s principal engagement activities to quantifiable outputs and outcomes/lessons learned. The activities denoted with an * have additional details referenced in Appendix III.

**Inputs**

- Three community partners: Abdirizak Mahboub, Sophia Ginis, and Saeed Fahia
- CHANCE census team (Megan Evans, Adam Faitek, and Anna Swanson)
- Census promotional materials
- Fundraising totaling $8,600

**Figure 5**

<table>
<thead>
<tr>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes/Lessons Learned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community meetings</td>
<td>22 meetings with individuals or community groups</td>
<td>Relationships and trust were built through face to face meetings and discussion of the census in Cedar-Riverside</td>
</tr>
<tr>
<td>Establishing connections with internal community organizations and census-related external organizations</td>
<td>29 organizations involved in project</td>
<td>Partnering with organizations helped reach larger audiences, maximized resources, and avoided duplication of effort.</td>
</tr>
<tr>
<td>Translation of Census Materials</td>
<td>Census fliers in Somali</td>
<td>Documents were more readable and understandable</td>
</tr>
<tr>
<td></td>
<td>Census informational training for PowerPoint</td>
<td>Translated materials from outside organizations do not always provide a clear, understandable document</td>
</tr>
<tr>
<td>Event 1: 2010 Census Leadership Training and Conference January 23, 2010*</td>
<td>Cedar-Riverside Community Action Plan Trained community members</td>
<td>Attendees’ understanding was improved regarding census issues in specific neighborhoods and constituencies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Visibility within network of greater community working on census was heightened</td>
</tr>
<tr>
<td>Event 2: Neighborhood Census Liaisons (NCLs) Training</td>
<td>17 trained NCLs</td>
<td>NCLs’ understanding of the census was improved and they were empowered to share information with neighborhood residents</td>
</tr>
<tr>
<td>-----------------------------------------------------</td>
<td>----------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>March 2, 2010*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dissemination of walk sheets for NCL work</td>
<td>~1000 Somali fliers and English fliers were distributed for use within the neighborhood.</td>
<td>NCLs were equipped with materials to work within their community to educate and promote participation in the census. NCLs were trained in data collection methods to inform the continued project efforts</td>
</tr>
<tr>
<td>March 5, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCL Community Outreach</td>
<td>848 doors knocked on</td>
<td>Residents who were visited by NCL’s Improved their understanding of the census</td>
</tr>
<tr>
<td>March 5 – 19, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event 3: Census Tabling at McKnight and Chase buildings in Riverside Plaza</td>
<td>600 Backpacks distributed 600 Census notebooks distributed ~ 150 Fliers announcing Brian Coyle Event distributed</td>
<td>Visibility of the census was heightened among neighborhood residents. Residents were given verbal reminders that census forms were arriving (or had arrived) in their mailbox</td>
</tr>
<tr>
<td>March 15 and 16, 2010*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event 4: Brian Coyle Census Form Assistance</td>
<td>6 Individuals assisted</td>
<td>Knowledge of the propensity to attend events was heightened; the team learned to engage people in their place of residence</td>
</tr>
<tr>
<td>March 25, 2010*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event 5: Outreach and Fliering in The Cedars</td>
<td>Filled out dozens of Census forms Entire Cedars complex reached via door-knocking</td>
<td>Brought information and visibility to the census. Strengthened relationship with High Rise Council. Working in teams with multiple language abilities was useful</td>
</tr>
<tr>
<td>March 27, 2010*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event 6: Census Day Celebration</td>
<td>Reminded 225 people to fill out census forms Served cake to approximately 225 individuals Helped complete 24 census forms</td>
<td>Brought information and visibility to the census. Garnered anecdotal data that suggested individuals within Riverside Plaza were aware of, and had filled out, census forms</td>
</tr>
<tr>
<td>April 1, 2010*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event 7: Outreach and Fliering in Riverside Plaza</td>
<td>Knocked on 224 doors within Chase building to encourage census form completion</td>
<td>Brought information and visibility to the census</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>April 11, 2010*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Event 8: Volunteer Appreciation Celebration      | Recognized funders, partners and NCLs. Gave out certificates of appreciation                  | Showed appreciation for the work of the community; garnered information from NCLs about the work they did. |
| April 27, 2010*                                 |                                                                                                |                                                  |
Model for Community Organizing in Cedar-Riverside

The CHANCE Census Engagement Project provided an active case study through which team members could develop an informed model for future community organizing activities in Cedar-Riverside. The neighborhood's abundant diversity, in terms of history, resident cultures, and community organizations, provides a rich and unique network of residents, leaders, and institutions that can enhance any approach to solve a community issue. It is precisely because of the neighborhood's unique resources that community engagement activities should be approached in a purposive manner. The following model (Figure 6) outlines eight steps through which an individual or organization can effectively approach, engage, and overcome a particular civic issue in Cedar-Riverside. With each successful community engagement project, the neighborhood's resources are enriched. Likewise, the more community resources are developed, the better community engagement projects can be facilitated. In Cedar-Riverside, social change and social justice will be achieved with each incremental step forward.

Figure 6
**Step One: Define the Issue**

Before a resident, organization leader, or other interested party embarks on an organizing effort in Cedar-Riverside, it is important they fully understand the particular issue in terms of:

- **Whom it impacts.** Is it limited to an individual, group, block, organization, or culture?
- **Why it creates an impact.** Are the forces internal (within the neighborhood), or external (within the broader community)? Are elements social, political, economic, or cultural?
- **Who, if anyone, is aware of it?** How pervasive is the issue?
- **How it is related to other established issues.** Is it connected to something with which the neighborhood has previously dealt? Are there parallels that can be drawn? Are there positive or negative examples of previous efforts?

Consider attending community meetings, meeting with community leaders, and querying residents to better understand the scope and relevance of the particular issue. Take note of how additional information might change the issue’s relevance to the neighborhood. The more clearly the issue's importance can be defined, the more accurately the following steps will align with a successful solution.

CHANCE census team members first began exploring the census undercount issue after hearing multiple Cedar-Riverside leaders and community members voice their concern. The team developed a better idea of the problem’s scope by speaking with neighborhood leaders who helped promote the 2000 count, seeking advice from local city and county census engagement leaders, and testing assumptions with community partners.

**Step Two: Collect Information**

After initially defining the issue, continue to collect information that will provide further evidence of the issue’s relevance to numerous stakeholders. For example, collect quantitative and qualitative data to illustrate the issue's impact on particular groups, blocks, organizations, cultures, etc. Gather information that could help interest potential funders, volunteers, resources, and leaders. Deeply explore the various aspects of the issue: if parallels can be drawn to previously addressed issues and if positive or negative approach examples exist, what are they? What specific details, strategies, and evaluations can you uncover? Continue to harness the institutional knowledge of community groups, community leaders, and neighborhood residents to fill in these issue details. In addition to providing the information foundation for the issue approach, this data will also provide a baseline against which all future efforts can be compared.

The CHANCE census team continued to channel the neighborhood expertise of community partners and area residents to understand how the census undercount impacted Cedar-Riverside in particular. At the same time, the team researched the issues faced by other hard-to-count communities, the hard-to-count attributes represented in Cedar-Riverside, and participation rates and compositions of local communities in past census counts.
Step Three: Identify Neighborhood Support

Next, identify organizations within the neighborhood that can support the particular issue. Categorize them and identify whether there may be overlap among the leadership. For example, the executive director of a neighborhood board may also sit on the board of a community school. This will help to establish who the major players are and who can help move the issue in a desired direction. Identifying organizations and categorizing them will focus initial outreach to organizations that have a vested interest in the project. In addition, it facilitates the targeting of those organizations that may have the greatest influence on the issue.

In the CHANCE Census Engagement project, the CR-NRP, WBCC, and Somali-American Education Program were identified as essential organizational partners. The first two neighborhood-wide organizations were easily identified. The Somali-American Education Program gradually became a major partner after helping facilitate community outreach efforts upon recommendation from community leaders. In this sense, the greatest champions of an issue may not always be readily apparent.

Step Four: Identify Broader Community Support and Funders

Though identifying internal support is the first real step to move toward an intervention, it may not be sufficient to fully tackle the issue. Next, the organizer should look outside of the neighborhood for external support. Begin by identifying relevant individuals, organizations, and institutions who can understand the importance and potential benefits of project participation.

In the CHANCE census team’s case, community leaders explained to participants that involvement from the community would require financial backing. To meet this need, the team identified a number of resources that might be interested in helping with the issue. The majority of external revenue sources was either connected at the periphery of the neighborhood, such as the University of Minnesota, or had a vested interest in the particular issue, such as the League of Woman Voters.

Step Five: Design Plan for Action

Once internal neighborhood support, external support from the broader community, and potential funders are put into position, the next step is to look toward the creation of a plan of action. An action plan, whether a formal or informal agreement, is an outline that helps to show community organizers how to realize the stated goals. The organizer should consider the impact of each proposed activity and outline how each of these activities will help to reach the goals. Then, each activity should be divided into parts and assigned to the various stakeholders who have committed to tackling the issue.

Step Six: Create Group Expectations and Norms

People approach work differently. Inherently, there is nothing wrong with this; however, it is not uncommon for tension to arise when working in groups that involve individuals with different working styles or expectations. Clearly stating individuals' roles and expectations at the beginning of a project regarding: how work will occur (i.e., who will complete the work), how the group will communicate, and how often the group will meet will help reduce potential
tension. Having individuals sign an agreement is a powerful way to ensure they will adhere to these expectations.

The CHANCE census team created a formal memorandum of agreement with the main partners involved with the project. The MOA included working norms such as how quickly partners would respond to communication as well as the detailed work plan.

Step Seven: Implement and Revise as Needed

After gathering the necessary stakeholders, designing an action plan, and outlining working expectations, it is time to put it all into action. Ideally, the action plan will have anticipated all the issues related to the project; however, in practice this is rarely the case. The project group needs to have the ability to adjust the action plan as it unfolds to ensure the original identified issue is being addressed as best as possible. Learning along the way and applying newly acquired knowledge will help the project achieve better results.

During the CHANCE Census Project, an event at the Brian Coyle Community Center did not draw the anticipated magnitude of attendees the group was hoping for; in response, future events were held at more convenient locations for the target attendees.

Step Eight: Evaluation and Follow-Up

An important, often ignored, step in community organizing is evaluating the completed work. This is important because the lessons learned can help inform future work. Cataloging strategies that worked well and did not work well is an integral step so that groups in the future can draw upon what participants learned without wasting time re-learning these same important lessons. Also, because the work may build upon itself and spur additional projects relating to the same topic, these new projects will benefit from formative evaluation. Additionally, in cases where funders or outside organizations supported the work, be sure to follow up with them upon completion in order to preserve future relationships or facilitate connections to other organizations.

Conclusion

The CHANCE Census Engagement project began with a simple concern: that community residents might be undercounted in the upcoming 2010 Census. The consequences of an undercount are significant, especially in a community where many residents utilize the numerous public programs the federal dollars fund. Given the understandable worry and the seemingly simple solution – count everyone! – the CHANCE census team relished this once-in-a-decade opportunity to support this West Bank community. Over the course of six months, the team would repeatedly learn an important lesson: no plan is ever as simple as it sounds. Fortunately, it is often more rewarding.

In partnership with community leaders, organizations, and volunteers, and under the guidance of community-based research principles, the CHANCE census team knocked on doors, passed out fliers, and continually communicated the message that the 2010 U.S. Census was safe, easy, and important. At first, it seemed as though the message was not heard. Gradually, by overcoming language barriers, persevering through lower-than-expected event turnouts, and
consulting the valuable expertise of partners, the team learned how to host events that successfully transcended cultures and brought residents one step closer to being counted. In the end, many Cedar-Riverside residents participated in the census for the first time.

From the beginning, the CHANCE census team had a second goal in mind as well: to strengthen communication and trust between local residents and government representatives. By using census engagement as an active case study through which to bring all Cedar-Riverside stakeholders together, the team hoped to foster the kind of active civic empowerment that could benefit the community through the next decade. The involvement of Neighborhood Census Liaisons was an essential part of this goal. The NCLs provided an invaluable service by communicating the census message in the language and within the cultural specificity of their neighbors. This same approach could be used for any number of neighborhood-wide issues, including educating residents about incoming transit projects, election activities, safety concerns, or upcoming events. Cedar-Riverside is a neighborhood in which no email, flier, mass voicemail, or advertisement could possible reach all residents in their languages. Harnessing the literal power of residents to communicate a universal concerns or happening is an effective, trust-building method to engage all neighbors.

Between the initial outreach plans and the final outreach plans; the expected outcomes and the actual outcomes; and the predicted and fully developed engagement models, the CHANCE census team hopes its collective efforts will serve to facilitate even more direct, culturally specific, and effective projects in the future. This team leaves what it believes is a higher census count that will lead to more accurate and appropriate community services. It proposes what it believes are the foundations of effective community work will continue to further community-wide goals. And it thanks the wonderfully effective community partners with whom it had the opportunity to work, learn, and achieve.
Appendix I

Memorandum of Agreement

MEMORANDUM OF AGREEMENT

Cedar-Riverside Neighborhood Revitalization Program
West Bank Community Coalition
Humphrey Institute of Public Affairs, University of Minnesota

Project: Coordination and documentation of 2010 Census in Cedar-Riverside

Primary Client Contact:

Abdirizak Mahboub
Director, Cedar-Riverside Neighborhood Revitalization Program (CRNRP)
612-876-9357
mahbouba@puc-mn.org

Sophia Ginis
Vice President, West Bank Community Coalition (WBCC)
612-625-3032
gini0003@umn.edu

Saeed Fahia
Executive Director, Confederation of Somali Community in Minnesota
612-876-9320
saeed@cscmn.org

Student Consultants:

Megan Evans, MPP Candidate
773-562-2851
mevans83@gmail.com

Adam Faitek, MPP Candidate
651-274-2565
adam.faitek@gmail.com

Anna Swanson, MPP Candidate
515-473-4044
Annaelizabethbates@gmail.com
Academic Supervisors:

Dean Greg Lindsey  
Humphrey Institute of Public Affairs  
University of Minnesota  
300 Humphrey Center  
301 19th Avenue S  
Minneapolis, MN 55455  
612-625-0669  
Linds301@umn.edu  

Merrie Benasutti  
Center for Integrative Leadership  
University of Minnesota  
130 Humphrey Center  
301 19th Avenue S  
Minneapolis, MN 55455  
612-624-8300  
Benas021@umn.edu

Project Start Date: January 4, 2010  
Project End Date: May 15, 2010

Project Purpose

In Minneapolis, preparations are rapidly under way for the 2010 U.S. Census. As required by Article 1, Section 2 of the U.S. Constitution, the census takes place every ten years to provide a population count of each person residing in the country. The census is important as it is used to allocate close to $400 billion in federal aid, or $1,460 for every person\(^2\), to determine the number of state congressional seats, and to make economic decisions, among other things. The U.S. Census Bureau also calculates a rating to identify hard-to-count census districts based on twelve variables correlated with non-response rates from 1990 and 2000. The Cedar-Riverside neighborhood’s score of 99 makes it the tenth-highest hard-to-count census district in the state of Minnesota (out of 1,298 census tracts).\(^3\)

With a diverse population of immigrants, low-income workers, and children, Cedar-Riverside is especially at risk for a census undercount. As noted by a number of Cedar-Riverside leaders and evident in literature on the subject, immigrants are often afraid to provide the government


information due to negative past experiences in their home country and concerns over how the government may use the information. Organizations also cited some residents’ inexperience with the census and the highly mobile lifestyle led by young people as factors hindering an accurate census.

Broader communication concerns also affect the neighborhood, as some residents are reluctant to dial 911 in cases of emergency or to cooperate as a witness. Though crime rates have decreased recently, Cedar-Riverside representatives fear under-reported crimes are preventing the neighborhood from receiving the resources it needs.

Given the importance an accurate census count carries for the Cedar-Riverside neighborhood, this project aims to coordinate the existing census efforts and identify additional needs in order to ensure all residents are adequately informed of, educated about, and comfortable participating in the 2010 U.S. Census. By ensuring that everyone is counted, Cedar-Riverside would receive its fair share of federal dollars and bring more resources to the neighborhood.

Especially important for this project is the recruitment of neighborhood leaders who possess local knowledge and language skills which cannot be harnessed by the U.S. Census. In order to count the neighborhood effectively CHANCE team members must authentically partner with the neighborhood by utilizing both paid individuals and volunteers. Enlisting the expertise of local residents will be beneficial in various ways: it will provide cultural competence and language skills the students do not possess themselves; it will empower members of the neighborhood to affect change; it will further benefit the already positive relationship between CHANCE and Cedar-Riverside Neighborhood; it will demonstrate to the Neighborhood a commitment on the part of the University of Minnesota to work in partnership for the betterment of its neighbor; and finally, the project will provide the opportunity for CHANCE team members to partner in a tangible way, engaging in experiential learning and community-based work to enhance their learning experience.

**Project Goals and Objectives**

1. Reduce the 2010 U.S. Census undercount in the Cedar-Riverside neighborhood by:
   a. Coordinating existing local organizational efforts to reduce replication and gauge coverage;
   b. Identifying gaps in neighborhood promotion and facilitating neighborhood partners to direct *culturally-specific* outreach toward these areas;
   c. Marketing opportunities for residents to promote U.S. Census participation to their neighbors; and
   d. Recruiting local members of the community for U.S. Census jobs and volunteer opportunities.

2. Strengthen communication and trust between local residents and government representatives by:
   a. Involving as many local residents in U.S. Census promotion as possible;
b. Documenting U.S. Census outreach processes; and
c. Identifying which practices can be used to promote other types of positive civic behavior in Cedar-Riverside.

Methods/Approach
By utilizing the 2010 U.S. Census promotion in Cedar-Riverside as an active case study of applied community-wide communication efforts, CHANCE can help to identify the existing factors that facilitate success and areas in need of improvement.

1. In order to formulate an action plan for a successful U.S. Census count in Cedar-Riverside, CHANCE team members will review:
   a. Existing research on census promotion in hard-to-count areas, neighborhoods with large immigrant populations, and effective strategies to work in densely populated neighborhoods;
   b. Previous Cedar-Riverside census reports to understand past efforts, successes, and undercount hypotheses;
   c. Current census promotion activities to gauge neighborhood coverage, coordination, efficiency of efforts, and remaining needs; and
   d. Training plans to best prepare volunteers to educate community members.

2. In collaboration with Hennepin County, the City of Minneapolis, and local community organizations, CHANCE team members will attend, participate in, and/or facilitate:
   a. Complete Count Committee meetings (city wide);
   b. Neighborhood organizational meetings (WBCC, WBBA, CRNRP);
   c. The 2010 Census Leadership Training and Conference (hosted by Main Street Project and Minnesota Center for Neighborhood Organizing);
   d. Community volunteer recruitment meetings; and
   e. Canvassing and other events promoting Census participation.

3. To encourage community participation, CHANCE team members will solicit funds to:
   a. Compensate for their time those important neighborhood leaders who are not eligible for U.S. Census jobs;
   b. Translate print materials and oral events;
   c. Print outreach materials;
   d. Provide transportation to Census meetings; and
   e. Provide refreshments at census events.

4. So that Cedar-Riverside may recreate successful 2010 U.S. Census practices, CHANCE team members will document and evaluate the:
   a. Experiences of promotion participants;
   b. Reception and understanding of community members, including analysis of “walk sheet” data; and
c. Applicability of 2010 U.S. Census promotion efforts to other neighborhood-wide issues.

**Targeted Information**

**Walk Sheets**
By guiding volunteers as they canvas the neighborhood, the walk sheets will provide documentation of volunteer outreach efforts, in terms of the residences contacted and their general impression of the census. Additionally, walk sheets will serve to estimate Cedar-Riverside residents’ intention to respond to the 2010 U.S. Census. Volunteers will document whether the contacted resident 1) understands the purpose of the census and 2) intends to complete the census.

**Deliverables**
By partnering with CHANCE team members, the Cedar-Riverside NRP and West Bank Community Coalition can expect to receive two documents:

1. A Cedar-Riverside Census action plan designed to maximize initial and follow-up outreach efforts and reduce undercount and
2. Documentation of the 2010 U.S. Census outreach efforts in Cedar-Riverside to include evaluation of the resulting collaboration, responsiveness, and overall success and recommendations, based on the results of Census promotion, for future efforts to build trust and communication between Cedar-Riverside residents and government representatives.

**Timeline**

<table>
<thead>
<tr>
<th>Week</th>
<th>Team Activities</th>
<th>U.S. Census Bureau Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 4 – 10</td>
<td>• Finalize and sign Memorandum of Agreement&lt;br&gt;• Continue literature review and action plan development; finalize needs assessment for Cedar-Riverside neighborhood outreach coverage&lt;br&gt;• Attend CRNRP meeting: summarize action plan; solicit feedback&lt;br&gt;• Notify community leaders on 1/23 census training and census job promotion</td>
<td>• Complete Count Committees established and planning underway&lt;br&gt;• Proactive national media relations activities underway&lt;br&gt;• Peak recruiting for 2010 activities conducted</td>
</tr>
<tr>
<td>January 11 – 17</td>
<td>• Complete action plan draft&lt;br&gt;• Standing meeting with Zak and Sophia: review action plan draft, gather names/contact information of community leaders eligible to volunteer/work as census takers&lt;br&gt;• Continue 1/23 meeting promotion and census jobs</td>
<td></td>
</tr>
</tbody>
</table>
| **January 18 – 24** | - Collect or review existing outreach materials and assess for possible enhancement  
- Attend Census Leadership Training and Conference (hosted by Main Street Project and MCNO)  
- Follow up with 1/23 Census training attendees; set date for first outreach meeting  
- Attend CCC meeting  
- Attend WBCC meeting: present action plan and outreach materials drafts; promote recruitment  
- Attend WBBA meeting: present action plan and outreach materials drafts; promote recruitment |
| **January 25 – 31** | - Revise action plan, based on community organization feedback  
- If necessary, revise and coordinate translation of outreach materials  
- Prepare for follow-up outreach event (i.e. walk sheets)  
- Standing meeting with Zak and Sophia: finalize action plan; review outreach materials; summarize monthly activities and progress |
| **February 1 – 7** | - Formally implement action plan  
- Facilitate first outreach event  
- Recruit for second outreach event  
- Attend CRNRP meeting: distribute outreach materials; promote outreach event |
| **February 8 – 14** | - Debrief first outreach event  
- Recruit and make reminders for second outreach event  
- Standing meeting with Zak and Sophia: evaluate first outreach event, strategize for second outreach event, and make adjustments to action plan. |
| **February 15 – 21** | - Facilitate second outreach event  
- Attend CCC meeting  
- Attend WBCC meeting: distribute outreach materials; promote recruitment meetings  
- Attend WBBA meeting: distribute outreach materials; promote recruitment meetings  
- Recruit for third outreach event |
| **February** | - Debrief second outreach event |

- Questionnaire assistance centers open  
- *Complete Count Committees established and planning underway*  
- *Proactive national media relations activities underway*  
- *Peak recruiting for 2010 activities conducted*
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Activities</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 – 28</td>
<td>• Recruit and make reminders for third outreach event</td>
<td>• Census forms mailed</td>
</tr>
<tr>
<td></td>
<td>• Standing meeting with Zak and Sophia: evaluate second recruitment meeting and walk sheet progress; strategize for third recruitment meeting; summarize monthly activities and progress</td>
<td>• Complete Count Committee activity implementation underway</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Response Rate Feedback Program underway</td>
</tr>
<tr>
<td>March 1 – 7</td>
<td>• Facilitate third outreach event</td>
<td>• Be Counted program implemented</td>
</tr>
<tr>
<td></td>
<td>• Attend CRNRP meeting: report on recruitment and promotion efforts, walk sheet data</td>
<td>• Peak advertising occurs to boost public motivation and response</td>
</tr>
<tr>
<td>March 8 – 14</td>
<td>• Enter and analyze walk sheet data</td>
<td>• Questionnaire assistance centers open</td>
</tr>
<tr>
<td></td>
<td>• Debrief third outreach event</td>
<td>• Proactive national media relations activities underway</td>
</tr>
<tr>
<td></td>
<td>• Standing meeting with Zak and Sophia: evaluate third recruitment meeting and walk sheet progress; strategize for fourth recruitment meeting</td>
<td>• Peak recruiting for 2010 activities conducted</td>
</tr>
<tr>
<td>March 15 – 21</td>
<td>• Facilitate fourth outreach event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Attend CCC meeting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Attend WBCC meeting: report on recruitment and promotion efforts, walk sheet data</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Attend WBBA meeting: report on recruitment and promotion efforts, walk sheet data</td>
<td></td>
</tr>
<tr>
<td>March 22 – 28</td>
<td>• Debrief fourth outreach event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Standing meeting with Zak and Sophia: evaluate fourth recruitment meeting and walk sheet progress; summarize monthly activities and progress</td>
<td></td>
</tr>
</tbody>
</table>
| March 29 – April 4 | • Celebrate Census Day!  
• Facilitate form completion event (Event 5)  
• Discuss census response rate (based on walk sheet data, information privy to Census partners)  
• Identify follow-up targets  
• Revise action plan as needed | • Census forms due (April 1)  
• Replacement Census forms mailed  
• Group quarters enumeration conducted  
• Coverage follow-up conducted  
• Advertising occurs to support non-response follow-up efforts  
• Complete Count Committee activity implementation underway  
• Response Rate Feedback |
<p>| April 5 – 11 | • Implement follow-up action plan including change in messaging                                |                                                                                             |
|             | • Debrief Census Event 5                                                                       |                                                                                             |
|             | • Attend CRNRP meeting: report on follow-up efforts; solicit feedback                           |                                                                                             |
|             | • Recruit for Census Event 6                                                                   |                                                                                             |</p>
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 12–18</td>
<td>• Standing meeting with Zak and Sophia: review implementation plan and strategies;</td>
<td>• Draft documentation of Census outreach efforts and recommended strategies</td>
</tr>
<tr>
<td></td>
<td>outline approach to Census outreach documentation and evaluation</td>
<td></td>
</tr>
<tr>
<td>April 19–25</td>
<td>• Finalize drafted documentation and strategies; submit to Greg and Merrie for review;</td>
<td>• Finalize drafted documentation and strategies; submit to Greg and Merrie for review;</td>
</tr>
<tr>
<td></td>
<td>• Attend CCC meeting</td>
<td>• Attend CCC meeting</td>
</tr>
<tr>
<td></td>
<td>• Attend WBCC meeting: report on follow-up efforts; solicit feedback</td>
<td>• Attend WBCC meeting: report on follow-up efforts; solicit feedback</td>
</tr>
<tr>
<td></td>
<td>• Attend WBBA meeting: report on follow-up efforts; solicit feedback</td>
<td>• Attend WBBA meeting: report on follow-up efforts; solicit feedback</td>
</tr>
<tr>
<td></td>
<td>• Standing meeting with Zak and Sophia: summarize monthly activities and progress;</td>
<td>• Standing meeting with Zak and Sophia: summarize monthly activities and progress;</td>
</tr>
<tr>
<td></td>
<td>outline final presentation</td>
<td>• Fully revised draft documentation and strategies; submit to Greg and Merrie for</td>
</tr>
<tr>
<td>April 26–May 2</td>
<td>• Revise recommendations and presentation, per Greg and Merrie’s feedback, Zak and Sophia’s suggestions</td>
<td>review;</td>
</tr>
<tr>
<td>May 3–9</td>
<td>• Attend CRNRP meeting: report recommended strategies; solicit feedback</td>
<td>• Non-response follow-up conducted</td>
</tr>
<tr>
<td></td>
<td>• Final standing meeting with Zak and Sophia: summarize evaluation results and recommended strategies</td>
<td>• Complete Count Committee activity implementation underway</td>
</tr>
<tr>
<td></td>
<td>• Finalize evaluation and recommendations reports and presentation</td>
<td>• Response Rate Feedback Program underway</td>
</tr>
<tr>
<td>May 10–15</td>
<td>• Present findings to community partners</td>
<td>• Group quarters enumeration conducted</td>
</tr>
<tr>
<td></td>
<td>• CHANCE organization presentation (20-minute summary to CHANCE members)</td>
<td>• Coverage follow-up conducted</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Advertising occurs to support non-response follow-up efforts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Proactive national media relations activities underway</td>
</tr>
</tbody>
</table>

**Budgeted Costs**

Note: We are expecting to receive a grant from the League of Women Voters of Minnesota that will support these activities. This is in the ballpark of $500 - $1,500. Efforts to secure in-kind donations of the above services may allow the team to spend funds in other ways, such as providing small stipends for neighborhood volunteers able to provide extensive leadership.
<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity &amp; Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing of outreach materials</td>
<td>10,000 black and white copies $0.10 per copy</td>
<td>$1000</td>
</tr>
<tr>
<td>Translation of outreach materials into Somali, Oromo, and Spanish</td>
<td>1 document 3 languages $100 per document</td>
<td>$300</td>
</tr>
<tr>
<td>Oral Translation at meetings</td>
<td>$200.00 per meeting 6 meetings</td>
<td>$1,200</td>
</tr>
<tr>
<td>Refreshments at census events</td>
<td>10 meetings $150 per meeting</td>
<td>$1,500</td>
</tr>
<tr>
<td>Stipend for meeting facilitator</td>
<td>$100 per meeting X 10 meeting</td>
<td>$1,000</td>
</tr>
<tr>
<td>Stipend for neighborhood leaders who will canvass</td>
<td>$300 per person 12 people</td>
<td>$3,600</td>
</tr>
<tr>
<td>Transportation to Census meetings</td>
<td>12 people</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$9,100</strong></td>
</tr>
</tbody>
</table>

**Additional Resources**

Beyond its partnership with CRNRP and WBCC, the CHANCE team will work with area organizations and leaders to collaborate with existing city- and county-wide Census efforts, facilitate census information distribution, and solicit feedback regarding the effectiveness of Cedar-Riverside activities. Resources will include leaders and organizations both external and internal to the neighborhood:

**External Resources**

- Ahmed Abdi and Brett Buckner, U.S. Census Bureau
- Terra Cole and Norma Garces, Hennepin County
- Hannah Garcia, City of Minneapolis Census Promotion Team
- Robin Garwood, Office of Councilmember Gordon
- Barb Harris and Tammy Ward, Minneapolis Highrise Representatives Council
- Sarah Hernandez, Minneapolis Complete Count Committee Co-Chair
- Margaret Kaplan, CURA/Minnesota Center for Neighborhood Organizing
- Peter Reese, City of Minneapolis Census Partner
• Eric Reichwald, Local Census Office Hiring Coordinator
• Jeff Schneider, City of Minneapolis Community Planning and Economic Development

Cedar-Riverside Resources
• Abdisalam Adam, Dar Al-Hijrah
• Abdirizak Bihi, West Bank Community Coalition, Community Organizer
• Faith Cable, Cedar-Riverside Partnership
• Saeed Fahia, Confederation of Somali Community in Minnesota and Minneapolis Complete Count Committee Co-Chair
• Yoonju Park, Korean Services Center
• Todd Smith, West Bank Business Association
• Ibraham Waaeys, Minnesota Center for Neighborhood Organizing
• Amy West, University of Minnesota Library

Other Neighborhood Organizations
• Al Karama Somali mall
• African Development Center
• Augsburg College Residence Life
• Dar Al-Quba
• Local media outlets (KFAI, Somali TV, neighborhood publications, etc.)
• People’s Center
• Riverside Plaza Tenants Association
• Somali Student Association
• Somali Youth Network Council (SYNC)
• St. Stephens Street Outreach
• Trinity Lutheran
• West Bank Community Development Coalition

Expectations of Partnership
CHANCE team members look forward to a partnership with organizations that are willing to provide background information and rationale, that are open to student involvement, and that can provide honest feedback and assistance to student researchers. Partners of the CHANCE team can expect to work with qualified graduate students who have a vested interest in the success of the 2010 Census count and the neighborhood generally. Partners can expect that CHANCE members will carry out the items mentioned in the timeline and action plan. CHANCE team members will be respectful of partners’ time and will act as reliable researchers and
resources throughout the entirety of the data collection, analysis, and recommendation phases. Specific responsibilities will include:

**CRNRP and WBCC**
- Provide CHANCE team members with appropriate neighborhood contacts.
- Be available for standing bimonthly working meetings.
- Respond to emails and phone calls within two business days.
- Review documentation and recommended strategies and provide feedback within one week.
- Complete an evaluation of project and CHANCE team members.
- Take the lead in the CHANCE team-developed Census Action Plan.

**CHANCE Team Members**
- Be available for standing bimonthly working meetings.
- Be responsive to partner recommendations.
- Respond to emails and phone calls within two business days.
- Provide document drafts in time for one-week’s review.
- Provide technical assistance, support, and organization of partner-led Census events.
Acceptance

By signing below, the following individuals agree to the terms of this agreement:

Student Researchers:

Megan Evans ___________________________ _______________________ Date

Adam Faitek ___________________________ _______________________ Date

Anna Swanson __________________________ _______________________ Date

Instructor:

Greg Lindsey __________________________ _______________________ Date

Merrie Benasutti ________________________ _______________________ Date

Organizational Partners:

Abdirizak Mahboub ______________________ _______________________ Date

Sophia Ginis ___________________________ _______________________ Date

Saeed Fahia _____________________________ _______________________ Date
## Appendix II

### Final Timeline

<table>
<thead>
<tr>
<th>Week</th>
<th>Type</th>
<th>Task</th>
<th>Location</th>
<th>Collective Team Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 16 – 22</td>
<td>Community meeting</td>
<td>Attended Minneapolis Complete Count Committee meeting</td>
<td>Brian Coyle Community Center</td>
<td>4</td>
</tr>
<tr>
<td>Nov 23 – 29</td>
<td>Community meeting</td>
<td>Presented Census Outreach project idea to CHANCE Community Forum</td>
<td>Brian Coyle Community Center</td>
<td>4</td>
</tr>
<tr>
<td>Nov 30 – Dec 6</td>
<td>Internal team meeting</td>
<td>Created Cedar-Riverside partner contact list</td>
<td>HHH</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>External training</td>
<td>Participatee in &quot;Nonprofits Count&quot; webinar</td>
<td>Online</td>
<td></td>
</tr>
<tr>
<td>Dec 7 – 13</td>
<td>Partner meeting</td>
<td>Met with Zak Mahboub to discuss Census Outreach ideas</td>
<td>Brian Coyle Community Center</td>
<td>10.5</td>
</tr>
<tr>
<td>Dec 14 - 20</td>
<td>Research</td>
<td>Conducted outreach literature review, assemble proposed project timeline</td>
<td>Gigi’s Cafe</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community meeting</td>
<td>Attended Minneapolis Complete Count Committee meeting; met with Sarah Hernandez to brainstorm approach ideas</td>
<td>Project for Pride in Living</td>
<td>8.5</td>
</tr>
<tr>
<td></td>
<td>Partner meeting</td>
<td>Presented draft action plan to community partners</td>
<td>Brian Coyle Community Center</td>
<td></td>
</tr>
<tr>
<td>Dec 21 – 27</td>
<td>Partner meeting</td>
<td>Presented preliminary funding request to CR-NRP Community Building Committee</td>
<td>Brian Coyle Community Center</td>
<td>2</td>
</tr>
<tr>
<td>Jan 4 – 10</td>
<td>Internal team meeting</td>
<td>Discussed action plan project proposal with Dean Lindsey</td>
<td>HHH</td>
<td>4.5</td>
</tr>
<tr>
<td>Jan 11 – 17</td>
<td>Funding solicitation</td>
<td>Met and emailed with Merrie to write CURA NPI grant</td>
<td>HHH</td>
<td>3</td>
</tr>
<tr>
<td>Jan 18 – 24</td>
<td>Course meeting</td>
<td>CHANCE course meeting</td>
<td>HHH</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>External training</td>
<td>Recruited Cedar-Riverside neighbors; attended Census Leadership Training</td>
<td>Union Building in MPLS</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Description</td>
<td>Contact</td>
<td>Notes</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>January 25 – 31</td>
<td>Community meeting</td>
<td>Attended CRNRP Community Building Committee meeting; presented funding proposal</td>
<td>Brian Coyle Community Center</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Internal Team Meeting</td>
<td>Prepared Client Proposal</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partner meeting</td>
<td>Met with Abdullahi Mohammed to discuss community liaisons</td>
<td>Somali American Education Program</td>
<td></td>
</tr>
<tr>
<td>February 1 – 7</td>
<td>Internal team meeting</td>
<td>Census team meeting</td>
<td>HHH</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Partner meeting</td>
<td>Bi-weekly meeting with Census Community Partners</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td>February 8 – 14</td>
<td>Internal team meeting</td>
<td>Census team meeting</td>
<td>HHH</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>Community meeting</td>
<td>Attended St. Stephens Census Presentation about working with the homeless</td>
<td>Brian Coyle Community Center</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internal team meeting</td>
<td>Census team meeting -- discussed community liaison position</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community meeting</td>
<td>Meet with Sahra</td>
<td>Fairview Hospital</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community meeting</td>
<td>Met with Ann from The Twin Cities Daily Planet to discuss possible youth and adult event.</td>
<td>Mapps Coffee</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community meeting</td>
<td>Met with Abdullahi to go over details of training event</td>
<td>Somali American Education Program</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outreach event</td>
<td>Flyered Grand Marc apartment building</td>
<td>Cedar-Riverside</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Course meeting</td>
<td>CHANCE course meeting</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outreach event</td>
<td>Flyered Cedar Avenue businesses between 3rd Street and I-94.</td>
<td>Cedar-Riverside</td>
<td></td>
</tr>
<tr>
<td>February 15 – 21</td>
<td>Community meeting</td>
<td>Discussed outreach strategies with Abdirizak Bihi</td>
<td>Mapps Coffee</td>
<td>18.5</td>
</tr>
<tr>
<td></td>
<td>Community meeting</td>
<td>Met with Kelly Beadle and Matt Johnson to discuss Voter Access Network database access</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community meeting</td>
<td>Attended Minneapolis Complete Count Committee meeting</td>
<td>Ascension Catholic</td>
<td></td>
</tr>
<tr>
<td>Event Type</td>
<td>Details</td>
<td>Location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal team meeting</td>
<td>Census team meeting</td>
<td>HHH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community meeting</td>
<td>Attended CHANCE team meeting; presented Census team update</td>
<td>Bedlam Theater</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community meeting</td>
<td>Attended WBCC meeting and provide Census team update regarding NPI grant news, volunteer stipend plans, and Census Rally Day event</td>
<td>Brian Coyle Community Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community meeting</td>
<td>Attended WBBA meeting</td>
<td>Augsburg College</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community meeting</td>
<td>Attended U.S. Census Town Hall Meeting</td>
<td>Midtown Global Market</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner meeting</td>
<td>Bi-weekly meeting with Census Community Partners</td>
<td>HHH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outreach event</td>
<td>Appeared on KFAI radio show &quot;Somali Voices&quot;</td>
<td>KFAI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community meeting</td>
<td>Met with Pastor Jane at Trinity Lutheran Church to discuss homeless outreach opportunities</td>
<td>Trinity Lutheran</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outreach event</td>
<td>Flyered in Cedar-Riverside</td>
<td>Near Riverside Park</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner meeting</td>
<td>Met to select neighborhood census liaisons</td>
<td>HHH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner meeting</td>
<td>Met with Margaret Kaplan to discuss NPI grant requirements</td>
<td>HHH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community meeting</td>
<td>Discussed Riverside Plaza Tenant's Association involvement</td>
<td>Mapp's Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outreach event</td>
<td>Promoted Census at Department of State event</td>
<td>HHH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training</td>
<td>Presented Census information and outreach strategies to Neighborhood Liaisons</td>
<td>Somali American Education Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outreach event</td>
<td>Attended St. Martin's Table community dinner to promote census</td>
<td>St. Martin's Table</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**February 22 – 28**

- **March 1 – 7**
<table>
<thead>
<tr>
<th>Outreach event</th>
<th>Flyered in Cedar-Riverside</th>
<th>Behind ADC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community meeting</td>
<td>Discussed Riverside Plaza Tenant's Association and work within the complex</td>
<td>Riverside Plaza Tenant's Association</td>
</tr>
<tr>
<td>Community meeting</td>
<td>Met with Pastor Alem to discuss outreach to Ethiopian community</td>
<td>Trinity Lutheran</td>
</tr>
<tr>
<td>Training</td>
<td>Provided Neighborhood Liaison volunteers with outreach materials and walk sheets</td>
<td>Somali American Education Program</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>March 8 – 14</th>
<th>Community meeting</th>
<th>Discussed strategies for the Cedars and CNL recruitment process</th>
<th>The Cedars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach event</td>
<td>Census team meeting</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td>Partner meeting</td>
<td>Bi-weekly meeting with Census Community Partners</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td>Outreach event</td>
<td>Attended St. Martin's Table community dinner to promote census</td>
<td>St. Martin's Table</td>
<td></td>
</tr>
<tr>
<td>Outreach event</td>
<td>Appeared on &quot;Voices of Ethiopia&quot; radio show to promote Census to Amharic-speaking listeners</td>
<td>KFAI</td>
<td></td>
</tr>
</tbody>
</table>

| March 15 – 21 | Outreach event | Tabled at Chase and McKnight buildings in Riverside Plaza | Riverside Plaza |
| Outreach event | Tabled at Chase and McKnight buildings in Riverside Plaza | Riverside Plaza |
| Community meeting | Attended Minneapolis Complete Count Committee meeting | Santo Rosario Catholic Church |
| Internal team meeting | Census team conference call | Phone |

<p>| March 22 – 28 | Internal team meeting | Census team meeting | HHH |
| Outreach event | Offered QAC support and Census form assistance | Brian Coyle Community Center |
| Course meeting | CHANCE course meeting | HHH |
| Outreach event | Appeared on Somali TV show on MTN | MTN |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity Type</th>
<th>Activity Description</th>
<th>Location</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 29 – April 4</td>
<td>Outreach event</td>
<td>Canvassed The Cedars and Riverside Plaza with MHRC to encourage Census participation, help fill out forms</td>
<td>The Cedars, Riverside Plaza</td>
<td>16.5</td>
</tr>
<tr>
<td></td>
<td>Internal team meeting</td>
<td>Census team meeting</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outreach event</td>
<td>Census Day Rally and form assistance</td>
<td>Brian Coyle Community Center, McKnight and Chase buildings</td>
<td></td>
</tr>
<tr>
<td>April 5 – 11</td>
<td>Community meeting</td>
<td>Attended Minneapolis Complete Count Committee meeting</td>
<td>Whittier Park</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Internal team meeting</td>
<td>Census team meeting</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Course meeting</td>
<td>CHANCE course meeting</td>
<td>HHH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outreach event</td>
<td>Canvassed in Cedar-Riverside and the Chase building in Riverside Plaza to encourage Census participation and help fill out forms</td>
<td>Cedar-Riverside (between 18th and Cedar)</td>
<td></td>
</tr>
<tr>
<td>April 12 – 18</td>
<td>Internal team meeting</td>
<td>Census team meeting</td>
<td>HHH</td>
<td>6</td>
</tr>
<tr>
<td>April 19 – 25</td>
<td>Internal team meeting</td>
<td>Census team meeting</td>
<td>HHH</td>
<td>6</td>
</tr>
<tr>
<td>April 26 – May 2</td>
<td>Community meeting</td>
<td>Hosted Census Neighborhood Liaison Thank-You Celebration</td>
<td>HHH</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total hours** 227
Appendix III

Event Summaries and Assessments

The CHANCE Census Engagement Team planned and executed seven community events in collaboration with community and other census outreach partners. The following chronicles describe each event’s details and the resulting lessons learned that helped shape subsequent events. As illustrated in the community engagement model, being able to evaluate and refine outreach strategies was imperative to engagement success in the neighborhood.

Event 1: Census Leadership Training and Conference
Where: 3521 East Lake Street, Minneapolis, MN
When: January 23, 2010, 10:00 am – 3:00 pm
Participants: Minneapolis Complete Count Committee Members, Minneapolis Neighborhood representatives, Main Street Project, and the Minnesota Center for Neighborhood Organizing

Event Details:
The Minneapolis Complete Count committee, in partnership with Main Street Project and the Minnesota Center for Neighborhood Organizing, held a Census Training event for communities across Minneapolis. CHANCE team members and community partners helped recruit one dozen neighborhood attendees.

Training was conducted in English and translation was conducted in real-time for several languages represented across Minneapolis communities, including Somali and Spanish. Several topics were covered during the training, including: Census 101, discussions relating to specific ethnic communities, creating community action plans to reduce the undercount in the census, making and using media in census work, creating census events, and coordinating on the ground outreach campaigns tailored for specific neighborhoods.

Event Reflection:
The event helped the team toward its goal of strengthening communication and trust between local residents and government representatives by involving as many local residents in U.S. Census promotion as possible. Approximately one dozen Somali-speaking individuals attended the training, some from Cedar-Riverside and some from other parts of Minneapolis. A particularly useful portion of the day was the creation of community action plans for the 2010 Census during a special breakout session for Cedar-Riverside residents. Individuals and neighborhood groups were identified to spearhead different outreach activities within the neighborhood. This was an excellent venue to garner the ideas and expertise of neighborhood residents. Additionally, it gave all participants the information to participate within their respective neighborhood.

Representatives from the U.S. Census Bureau, the City of Minneapolis, Main Street Project, Minnesota Center for Neighborhood Organizing, and other specific neighborhood groups were present. This was an excellent opportunity for CHANCE students and partnering groups to network with the greater effort within Minneapolis and Minnesota.
Event 2: Neighborhood Census Liaison Training
Where: Somali American Education Program
When: March 2, 2010, 12:00 p.m. – 2:30 p.m.
Participants: Census Neighborhood Liaisons, Mohamed Abdullahi, Farah Abdulkadir, and Abdirizak Bihi

Event Details:
The CHANCE Census team organized a training session for 17 members of the Cedar-Riverside neighborhood tasked with educating and providing outreach in their community in preparation for the 2010 Census. The main goals of the training were to inform liaisons about the census and provide them with relevant information, messaging, and materials that could be used to encourage their neighbors in the Cedar-Riverside neighborhood to fill out and return their census forms. The session was broken down into three parts. Abdirizak Bihi opened the training with remarks. Bihi, as he is often known, worked to promote the census in 2000 and was able to provide both valuable background information on why the census is important and how to communicate effectively in the neighborhood. The second part of the training was a background on the census. Adam Faitiek presented a PowerPoint which Farah, an employee of the Somali American Education Program verbally translated. The volunteers followed along with translated copies of the presentation text. The presentation focused on:

- Census background;
- Why it is important;
- Impacts on Cedar-Riverside; and
- Proper messaging.

Megan Evans led the final part of the presentation, which focused on the actual tasks. Megan reviewed how to knock on a door and record information from the respondents, as well as how to fill out the census form. Finally, the training ended with a time to ask questions and address concerns. Lunch was served from a local Somali restaurant.

Event Reflection:
Overall, the event achieved its goal by educating the liaisons about the census. The liaisons were engaged through the presentation, as demonstrated by their numerous questions. Having the PowerPoint presentation translated into Somali also helped guide the NCLs. Using people they knew to help facilitate and translate the presentation appeared to provide extra legitimacy. Two cultural observations should be noted; first, the presentation was during a prayer time and planning in the future should account for such things. Secondly, many people didn’t eat their meals and decided to take home. Some did not seem comfortable eating in that environment or eating while listening to the presentation.

Event 3: Census Tabling
Where: Riverside Plaza Chase and McKnight buildings
When: March 15-16, 2010, 3:00 – 6:00 pm
Participants: Humphrey Institute volunteers
**Event Details:**

CHANCE Census Team members contacted the Riverside Plaza Tenants Association and Osman Ahmed, president of WBCC and member of the Riverside Plaza Tenants Association Board, to determine how to reach individuals within the complex. They suggested the best way to reach residents would be to set up tables within the largest buildings in the complex, McKnight and Chase.

Volunteer graduate students recruited by the CHANCE Census Team gave away census promotional materials to building residents, including: backpacks, tote bags, notebooks, pencils and coffee mugs. Children were especially receptive to the giveaways. Volunteers reminded residents that census forms were either in their mailbox, or they would be arriving in the next day or two. Additionally, volunteers gave residents educational materials in multiple languages to inform residents of the reasons to participate in the census and materials promoting census events within the neighborhood.

On the second day of the outreach, volunteers brought an example of what the Census mailing looked like (the forms began arriving in the mail on March 15) to use as a talking piece of what to expect in the mail.

**Event Reflection:**

The event realized its intended effect: outreach efforts were brought to building residents (rather than attempting to attract residents’ attention elsewhere). Approximately 500-750 residents were directly engaged, and many more saw the outreach occurring and possibly learned something from watching the event take place. Additionally, it was good to connect with residents. They seemed genuinely interested in the census and asked many questions. The event helped to bring greater visibility to the census and encourage participation.

**Event 4: Brian Coyle Census Form Assistance**

**Where:** Brian Coyle Community Center  
**When:** March 25, 4:00 – 6:00 p.m.
**Participants:** Neighborhood Liaisons, U.S. Census Bureau employees

**Event Details:**

After meeting Ann Alquist, the Twin Cities Daily Planet’s community engagement coordinator, at the Census training conference in January, Adam attended a number of follow-up meetings that would lead to the creation of an event in Cedar-Riverside. Ann expressed interest in planning an event that would help hard-to-count community residents fill out their census forms. The team identified the Brian Coyle Community Center as an ideal site given its centrality and familiarity to the community. It was also going to be a census “Questionnaire Assistance Center,” giving the team access to additional census forms for those who might attend but not have their forms. NCLs from the Somali American Education Program agreed to volunteer their time for two hours. Employees from the U.S. Census brought boxes of census-branded giveaways to hand out. To further encourage people to participate, the CHANCE team and the Twin Cities Daily Planet provided a dinner buffet from a local Somali restaurant.

The event received a significant amount of promotion. The team created and NCLs distributed fliers throughout the neighborhood. Additional fliers were posted at the Brian Coyle
Community Center and other neighborhood organizations. In total, over 300 fliers were handed out. The event was also advertised on KFAI’s “Somali Voices” radio show. Finally, CHANCE team partners received emails advertising the event.

Despite the significant planning, promotion, and support, the results were underwhelming. Only six people attended to receive help with their forms, although over fifty children enjoyed a free meal and learned about the census. This was an important side effect of the event: had more adults attended, food would not have been available for the children; without the food, the children would not have been interested. The team hoped the children would be able to help their non-English-reading or -writing families fill out their forms.

Event Reflection:
While attendance at this event was disappointing, there were a number of positive takeaways. The CHANCE team received an incredible amount of support from its partners. The Somali American Education Programs provided 20 volunteers, the Twin Cities Daily Planet provided $200 towards food, and the U.S. Census Bureau provided hats, drink koozies, and other promotional materials. It was clear that the support had come after months of working to build partnerships. Despite a lackluster turnout, those partners expressed confidence and continued support for events in the future. The CHANCE team realized that hosting events that required community members to convene in a common space, away from their living quarters, was not the most effective outreach method. Subsequent events were held at residencies and results showed marked improvement.

Event 5: Outreach and Flyering in The Cedars
Where: The Cedars, Riverside Plaza
When: March 27, 2010, 11:00 a.m. – 3:00 p.m.
Participants: Volunteers from The Cedars, the Minneapolis Highrise Representatives Council, CURA, and the University of Minnesota

Event Details:
The Cedars is a Minneapolis Public Housing Authority-managed complex containing approximately 450 units in its 4 buildings. Located across South Sixth Street from Riverside Plaza, these two complexes contribute to the housing density in this western part of Cedar-Riverside. The Cedars is home to residents from a variety of backgrounds including Somalia, Vietnam, Korea, Ethiopia, and Oromia. The Neighborhood Census Liaisons targeted most units in The Cedars; during their outreach throughout the week during which the first round of census forms was mailed, over 90% of residents were home. In response to reports that “hundreds” of unopened census forms were in the trash receptacles in building mailrooms, volunteers from several groups banned together to continue providing census outreach and education. The March 27th flyering event brought together residents from The Cedars and volunteers from MHRC staff, CURA, and the University. After leading the volunteers through participatory exercises to practice door knocking and census education, Somali-speaking volunteers were matched with English-speaking volunteers and each assigned to several floors to provide outreach in the buildings. In just over two hours the teams covered the entire Cedars complex, ensuring those residents who were home knew how to fill out their census
form and leaving census reminder flyers in four languages (English, Spanish, Somali, and Oromo) on the doors of residents who were not home. The resident volunteers exhibited skill contacting their neighbors and reaching out to them in their native language when possible.

After completing outreach at The Cedars, a subset of the volunteers moved across the street to Riverside Plaza. Census Neighborhood Liaisons also worked hard to reach out to a majority of the 1300 units, making contact with over 70% of the residents. Splitting up to work in the Chase and “B” buildings, volunteers again worked in teams of English and other-language speakers, including Somali and Vietnamese. After another two hours of outreach, these volunteers contacted approximately 75% of over 100 households and left flyers for those who were not home.

Event Reflection:
In all, the flyering event reached a great numbers of residents, volunteers helped to fill out and mail numerous forms, and participants noted a large number of residents who reported already having filled out their forms. Anecdotally, the Vietnamese-speaking volunteer reported that all Vietnamese residents with whom she spoke had already filled out their forms. Because many of these residents have resided in the United States for several decades, they have had multiple opportunities to understand and participate in previous census-takings. The remaining number of Somali-speaking residents who had not yet filled out their forms did provide sufficient reason to continue providing directed outreach through Census Day.

Event 6: Census Day Celebration

Where: Riverside Plaza (McKnight and Chase buildings) and Brian Coyle Community Center
When: April 1, 2010, 3 – 6 p.m.
Participants: Volunteers from CURA and the University of Minnesota

Event Details:
Based on lower-than-expected participation in the previous week’s QAC assistance event and responses during the previous weekend’s flyering event, the CHANCE Census Team redesigned its planned Census Day Celebration event to include continued form assistance. Because the flyers did not attract many residents to the previous week’s event, the team promoted the event on the Friday, March 26, airing of the Somali Show on the Minneapolis Television Network, and by providing event details to Census Neighborhood Liaisons and other census partners to spread through word of mouth. In addition, the event was detailed in the April 1 edition of the Minnesota Daily; however, this publication is primarily read by University community members and not necessarily by those whom this event targeted.

Rather than simply providing refreshments and assistance in the Coyle Center, volunteers set up additional outreach tables in the lobbies of Riverside Plaza’s two largest buildings. Each station was stocked with extra census forms, promotional census materials in multiple languages, and a large cake from the local Keefer Court Bakery. The cake attracted residents as they walked between the building entrance and lobby, the materials helped communicate the importance of the census, and the volunteers encouraged residents to take five minutes to fill out their form. In the Coyle Center, the cake primarily attracted children and staff, who then
passed on the census messages to their parents, friends, and families. In all, over 30 residents completed census forms while many others enjoyed cake and celebrated having already participated.

**Event Reflection:**
The event reached many residents who were able to participate – or celebrate their participation – in their home building without having to alter their daily routine. However, realizing that not all residents had passed through the lobby, CHANCE Census team members planned to organize one last outreach event to target residents who, for various reasons, may still not have participated.

**Event 7: Outreach and Flyering in Riverside Plaza**
**Where:** Riverside Plaza McKnight Building
**When:** April 11, 2010, 10:30 a.m. – 3:00 p.m.
**Participants:** Volunteers from CURA and the University of Minnesota

**Event Details:**
In order to provide one last Cedar-Riverside outreach event in conjunction with the nationwide “March to the Mailbox” campaign during the April 10th - 11th weekend, the census outreach team strategized with other Cedar-Riverside neighborhood volunteers during the April 7th Minneapolis Complete Count Committee meeting. Hashi Shafi, executive director of the Somali Action Alliance, planned to conduct neighborhood outreach in some Riverside Plaza buildings as well as homes in the east side of the community on Saturday, April 10. The CHANCE Census team planned its outreach around those areas in which Mr. Shafi’s team had not worked. On Sunday, the team reached out to residents living in the several blocks south of Riverside Avenue and west of 20th Avenue. In addition, the team knocked on all Chase building doors, leaving flyers on the doors where there was no answer and checking in with those residents who were home. In all, the team mailed approximately 20 completed forms.

**Event Reflection:**
Though the team had hoped to harness additional Neighborhood Census Liaisons to help with outreach, the day and time of the event was not convenient. Still, the team was fortunate to have a Somali-speaking volunteer to help provide culturally specific outreach. On this day, less than a week remained before the Census Bureau workers would begin organizing to conduct in-person census taking. The team was excited to speak with many residents who had already mailed in their form as well as fill out a significant number of forms for residents who had not yet participated. Overall, the event was a success and capped off the formal outreach phase of the project.

**Event 8: Volunteer Appreciation Celebration**
**Where:** Humphrey Institute’s Freeman Commons
**When:** April 27, 2010, 12:30 – 1:30 p.m.
**Participants:** Neighborhood Census Liaisons, Census Partners

**Event Details:**
After nearly four months of engagement work, the CHANCE Census team invited Neighborhood Census Liaisons and community partners to a luncheon celebration to recognize the achievements of the collective efforts. Anna Swanson welcomed all attendees and recognized the support of project funders and supporters. Associate Dean Greg Lindsay addressed the volunteers, emphasizing the importance of their work for the benefit of all Cedar-Riverside residents and for University – neighborhood relations. Adam Faitek summarized the project’s outcomes and initial census participation rate successes. Megan Evans presented the NCLs with certificates of achievement and the entire team took photos with the recipients. At the end of the event, Anna led the volunteers in a reflection of their work and its relevance to future activities. Mohamed Abdullahi graciously translated throughout the ceremony.

**Event Reflection:**
As with other census events, the volunteer appreciation celebration was not executed strictly according to plan. Though the team was cognizant of providing a halal menu and scheduling around the afternoon prayer schedule, they did not anticipate that one-hour would be too short a timeframe in which to hold the event. The campus location was not as familiar as the African Development Center, where the team and the NCLs had met for previous events; by the time all volunteers had arrived some guests had been waiting for thirty minutes. Regardless, the team was able to express their genuine gratitude for their service as well as receive feedback about the experience. Whether or not any event is executed according to plan was never the priority; rather, the team hoped to continue to address the broader goal of increasing community engagement. In this sense, the thank-you celebration was a fitting recognition of the partnership.
Appendix IV

Neighborhood Census Liaison Description

Neighborhood Census Liaison Job Description

Neighborhood Census Liaisons will be responsible for contacting 60 Cedar-Riverside residences to:

- inform neighbors of the upcoming 2010 Census,
- explain the importance of participation (including the “three most important reasons”)
- answer Census questions, and
- help alleviate concerns or barriers to participation.

Liaisons must be able to comfortably navigate the Cedar-Riverside neighborhood in general and Riverside Plaza in particular, speak the native language of designated neighbors, and be received as a trusted source of information.

Liaisons will be responsible for leaving an informational flyer at each unit (whether or not the resident is home) and for collecting response information from each household they visit (such as whether they made contact with the residents and whether the residents appear to better understand the census as a result of the visit). Liaisons will be expected to make at least one follow-up attempt to units in which no one has answered the door.

Liaisons will be asked to attend an additional Cedar-Riverside event, as they are available (from a minimum of three potential dates).

Liaisons will be paid every two weeks. Liaisons will be given two weeks to complete visits following the initial training around March 8th. The remainder of the total stipend ($200) will be paid after attending the additional event.

Stipend Information:

1300 Riverside Plaza Units
22 individuals (@$200/worker)
60 units visited/worker
Approx. 15 minutes /visit = 15 hours service (minimum)
+ one additional event (not more than 8 hours)
= approx. 23 hours
Appendix V

*Neighborhood Census Liaison “Walk Sheet”*

<table>
<thead>
<tr>
<th>Building</th>
<th>Unit</th>
<th>Home?</th>
</tr>
</thead>
<tbody>
<tr>
<td>________</td>
<td>________</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>________</td>
<td>________</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>________</td>
<td>________</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>________</td>
<td>________</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>________</td>
<td>________</td>
<td>□ YES □ NO</td>
</tr>
<tr>
<td>________</td>
<td>________</td>
<td>□ YES □ NO</td>
</tr>
</tbody>
</table>
Appendix VI

Census Promotional Materials

English

Census Clerk

What will you do?
Clerks are vital to the successful performance of a Local Census Office (LCO). Clerks are hired and trained in each LCO to perform different office activities that support field activities. Clerks' duties could be:
- Answer applicant calls and schedule tests.
- Support Recruiting Assistants.
- Process employee payroll and personnel actions.
- Provide administrative support for field staff.

Almost all clerk positions require the use of personal computers.

Where and when will you work?
Clerks work inside an LCO. Clerical work is intermittent; clerks receive pay for hours worked and cannot exceed 8 hours per day or 40 hours per week. Although most clerks work during daytime office hours, some may work in the evenings and on weekends.

Be part of the 2010 Census Team!
- Earn competitive pay.
- Get paid weekly.
- Work flexible hours.
- Receive paid training.
- Be reimbursed for authorized mileage and expenses.
- Help your community have a successful 2010 Census.

Apply today!

For more information, call us at our toll-free number:
1-866-861-2010

TTY Callers: Please use the Federal Relay Service at 1-800-877-8339

Call to schedule an appointment to take the test and apply for a job.

The U.S. Census Bureau is an Equal Opportunity Employer.
Census Taker (also known as an Enumerator)

What will you do?
- Locate households.
- Update address lists.
- Explain the purpose of the census.
- Conduct interviews with respondents.
- Record responses on paper forms or hand-held computers.
- Meet with your Crew Leader every day to turn in completed work and payroll forms and to discuss your progress.

Where and when will you work?
Census takers usually work in their own neighborhoods or communities. Census takers work in the field and must work varied hours, not exceeding 40 hours per week. Some operations occur during regular daylight hours. Others, which require personally interviewing respondents, mean census takers must work when people are at home, usually evenings and weekends. Census taker assignments usually last 5 to 10 weeks.

Crew Leader

What will you do?
Crew Leaders train, supervise, and review the work of a group of census takers (crew). They meet with each census taker on a daily basis to:
- Supervise census takers and Crew Leader Assistants.
- Review and approve the daily payroll records for their staff.
- Train census takers and Crew Leader Assistants.
- Ensure that procedures are followed.
  In some operations, crew leaders use hand-held computers as required by their work.

Where and when will you work?
Crew Leaders work in the field. They must work varied hours, not exceeding 40 hours per week. The Crew Leaders meet with crews regularly. This means being available days, evenings, and weekends. Crew Leader assignments generally last 5 to 10 weeks.

Crew Leader Assistant

What will you do?
Crew Leader Assistants will:
- Assist the Crew Leaders by performing delegated tasks (e.g., meeting with census takers to review their work and answer questions).
- Perform some of the same field work as census takers.

Where and when will you work?
Crew Leader Assistants usually work in their own neighborhoods or communities. Crew Leader Assistants work in the field and must work varied hours, not exceeding 40 hours per week. Some operations take place during the day while others occur during the evening. Crew Leader Assistant assignments usually last 5 to 10 weeks.

Recruiting Assistant

What will you do?
Recruiting Assistants promote census jobs, find applicants for census jobs, and work in their communities with local organizations that agree to help find local residents to work for the census. Recruiting Assistants also:
- Locate, set up, and run applicant employment test sessions.
- Ask community organizations to donate space for testing and training.
- Review and send applicants materials to and from the LCO.

Where and when will you work?
Recruiting Assistants work in the field where and when needed; this means daytime, evening, and sometimes weekend hours, not exceeding 40 hours per week. They must have reliable transportation. Some Recruiting Assistants will begin work in October 2008, with more starting in October 2009. Recruiting Assistants who complete their assignments may be eligible to work as Crew Leaders, census takers, or office clerks in remaining operations.
Participate in the 2010 Census!

EVERY 1 COUNTS IN MINNESOTA
CENSUS 2010

Safe: By law, the Census Bureau cannot share an individual’s answers with anyone, including landlords, welfare, & immigration agencies. The information we share during the Census is protected and confidential.

Important: The Census is an opportunity for all of us - Citizens, non-citizens, adults and children to participate in building a better tomorrow. It’s estimated that every 85 people missed in the Census leads to a $1 million loss to the people of Minneapolis over the next decade! This affects funding for our community, the quality of our schools, hospitals, housing, roads, jobs, and much more! Our numbers also affect our political representation and how well our voices are heard on the issues that we care about. Be counted in 2010! Your participation will help build recognition, power, and resources for you and your neighborhood!

Answering the Census:
The form should have arrived this week! Once you have received it, just answer the 10 simple questions for each person in the household and return it by mail.

It’s Our Right to be Counted
Make Yourself Count!

If you have lost, thrown away, or need assistance with your questionnaire, contact:
Census Bureau Info line: 1-866-872-6868,
City of Minneapolis 311
or Hannah Garcia at 612-625-2497
Ensure that you are counted in the 2010 Census

Why is the Census Important?
- Over $400 billion is allocated directly affecting access to health care, education, employment and job training services, veterans' services, economic development, and more.
- Communities miss out on $1,500 for every person not counted.
- Minnesota is just 1,100 people short of keeping its eight congressional seats.

How to complete the form?
The questionnaire asks a few questions about every person in the household:
- Name
- Relationship to head of household
- Whether the respondent owns or rents his or her home
- Note: It does not ask questions about legal status
- Gender
- Age
- Date of Birth
- Race

How will the Census Bureau count each household?
- Census bureau will mail out forms between March 15 – 17, 2010.
- Count everyone in your household currently living there to provide information accurate as of April 1, 2010.
- Census takers will visit households that do not mail in their form to collect the household's information.

What happens to the information?
- Information you provide is completely confidential.
- It will not be shared with your landlord, the police, IRS, or any other government agency.

For more information, please contact bates171@umn.edu

CHANCE
for Neighborhood and Collaborative Engagement
Example of the Census Form:

**Census 2010**

**This is the official form for all the people at this address.**

It is quick and easy, and your answers are protected by law.

---

**Use a blue or black pen.**

**Start here.**

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- The Census Bureau also counts people in institutions and other places, so:
  - Do not count anyone living away either at college or in the Armed Forces.
  - Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

   **Number of people =**

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark X if all that apply.

   - Children, such as newborn babies or young children
   - Relatives, such as sons, children, parents, or in-laws
   - Nonrelatives, such as roommates or live-in baby sitters
   - People staying here temporarily
   - Additional people

3. Is this house, apartment, or mobile home — Mark X if one box.

   - Owned by you or someone in this household with a mortgage or loan
   - Owned by you or someone in this household free and clear (without a mortgage or loan)
   - Rented
   - Occupied without payment of rent

4. What is your telephone number? We may call if we don’t understand an answer.

   **Area Code + Number**

---

**NOTE:** Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

   - Yes
   - No

9. What is Person 1’s race? Mark X one or more boxes.

   - White
   - Black or African American
   - American Indian or Alaska Native
   - Asian
   - Native Hawaiian or Other Pacific Islander
   - Multiple races

10. Does Person 1 sometimes live or stay somewhere else?

    - No
    - Yes — Mark X all that apply.

    - In college housing
    - In the military
    - In jail or prison
    - At a seasonal or temporary residence
    - In a nursing home
    - For another reason

---

**If more people were counted in Question 1, continue with Person 2.**
GUIDE TO THE 2010 CENSUS

How the Census works
Why it’s important to participate
How your privacy is protected

I COUNT

Cómo funciona el censo
Por qué es importante participar
Cómo se protege tu privacidad

GUÍA PARA EL CENSO DE 2010

Main Street Project

United States Census 2010

LEAGUE of RURAL VOTERS
Many voices. One voice.
Yes, the Census matters! In the 2000 Census count in Moorhead, Minnesota, an inaccurate count of people of color and immigrants led to the loss of more than $1 million in funding for the city over the next 10 years. Each of us represents an average of $1,200 of funding per year for the communities we live in. That’s more than $10,000 per person and more than $40,000 for a family of four over 10 years. Can you imagine your family losing out on $40,000? That’s what’s at stake during the 2010 Census.

How Your Privacy Is Protected

Whether you’re an immigrant, homeless, low-income or a person of color, your relationship to government hasn’t always been a positive one. So it’s not surprising that you may have concerns about handing over your information.

Here’s what you need to know:

The strongest privacy laws on the books protect Census information.

• No government agencies – not the Department of Homeland Security, or Immigration and Customs Enforcement (ICE), or the IRS, CIA or FBI – can even ask to see an individual’s responses to the Census for at least 72 years.

• Private companies like banks, employers, and landlords can’t see individual information for any reason.

• All Census Bureau employees take an oath and are sworn for life to protect the confidentiality of Census information.

National civil rights organizations – like the Leadership Conference on Civil Rights – keep track of how Census information is used to make sure that it isn’t mishandled and have challenged any attempts to do so.

Communities that have felt invisible in the political and civic process of this country may still have concerns about the Census. But if we let our fears take over, the communities we care about lose out. Your participation in the Census is a declaration that you count and deserve to be heard regardless of race, citizenship status, income, or housing.

Some groups have called on immigrants to boycott the Census as a way to drive comprehensive immigration reform. Boycotting the Census for any reason only keeps communities from being heard and receiving the resources they need and deserve.

Anti-immigrant groups and nativist organizations want to deny immigrants the right to fill out a Census form and limit participation to only citizens. The U.S. Constitution requires that everyone who lives in the U.S. be counted, including both citizens and non-citizens. The U.S. has followed this mandate ever since the very first census in 1790.
2010 Census Timeline

Mid-March  Census forms are mailed to households
April 1   Census Day: Mail your form back by this date
May-June  Census workers visit households that did not return the form by mail
December Census Bureau delivers population counts to the President

Why It’s Important To Participate

Does the Census really matter?
By participating in the Census, you choose to use your power and be represented in your community. The United States is changing and the 2010 Census will give us a clear picture of where we’re at now.

Our participation can drive more funding for our public schools, more support for homeless shelters, and where money is invested for better roads and public transportation. Because the Census only happens once every 10 years, the effects of inaccurate counts are multiplied by 10. So the $400 billion dollars that will be distributed each year based on the Census count translates to $4 trillion dollars over 10 years!

What if I have questions?
If you have questions about how to fill out the form, you can get help from a Census Bureau Questionnaire Assistance Center. Assistance centers will be open for four weeks between the middle of March and mid-April.

To find a Questionnaire Assistance Center in your community, go to www.2010.census.gov. Or call one of these phone numbers after February 25, 2010:

English: 1-866-872-6868
Spanish: 1-866-929-2010
Hearing impaired/TDD: 1-866-783-2010

If you don’t speak English, assistance centers can give you a Census form in one of these languages: Spanish, Chinese, Korean, Vietnamese or Russian.

There will also be guides in 50 other languages that explain how to fill out the form. Census staff can guide you through the process, but only you – or people you live with – can fill out the form.

If you are homeless, you can get a form from a homeless shelter or at many social service agencies. The U.S. Census Bureau is working with these organizations to count everyone – whether or not you have a permanent address.

About the ‘Hispanic origin’ and ‘Race’ questions

For the 2010 Census, “Hispanic, Latino and Spanish” are considered ethnicities – not races. That’s why there are two questions. For the “Hispanic, Latino or Spanish origin” question, you can specify your nationality (for example: Mexican, Argentinean, Dominican, etc.).

This year, the U.S. Census Bureau will count immigrant indigenous groups for the first time ever. The Census will count handwritten entries specifying that a respondent belongs to a Central American indigenous group. The Census recommends indigenous immigrants from Latin America choose “American Indian or Alaska Native” as their race, then write in the name of their community (for example: Maya, Mixtec, Nahuat or Pumpecha).

If you are African (from Somalia, Liberia, Sudan or other countries), you may or may not self-identify as African-American or Black. Check the box or boxes that you feel are closest to how you identify yourself. You can also enter your race identity in the “Some other race” blank.

If you self-identify as mixed race/mixed racial or multiracial (for example: Black/Latino or Asian/Latino), you may check more than one box for the race question.

Classifications in the Census form aren’t perfect, but the information will help people monitor and ensure compliance with the Voting Rights Act and the Civil Rights Act.
2010 Census Timeline

Mid-March: Census forms are mailed to households
April 1: Census Day: Mail your form back by this day
May-June: Census workers visit households that did not return the form by mail
December: Census Bureau delivers population counts to the President

Why It’s Important To Participate

Does the Census really matter?
By participating in the Census, you choose to use your power and be represented in your community. The United States is changing and the 2010 Census will give us a clear picture of where we’re at now.

Our participation can drive more funding for our public schools, more support for homeless shelters, and where money is invested for better roads and public transportation. Because the Census only happens once every 10 years, the effects of inaccurate counts are multiplied by 10. So the $400 billion dollars that will be distributed each year based on the Census count translates to $4 trillion dollars over 10 years!

What if I have questions?
If you have questions about how to fill out the form, you can get help from a Census Bureau Questionnaire Assistance Center. Assistance centers will be open for four weeks between the middle of March and mid-April.

To find a Questionnaire Assistance Center in your community, go to www.2010.census.gov. Or call one of these phone numbers after February 25, 2010:

- English: 1-866-872-6868
- Spanish: 1-866-929-2010
- Hearing impaired/TDD: 1-866-783-2010

If you don’t speak English, assistance centers can give you a Census form in one of these languages: Spanish, Chinese, Korean, Vietnamese or Russian.

There will also be guides in 50 other languages that explain how to fill out the form. Census staff can guide you through the process, BUT only you – or people you live with – can fill out the form.

If you are homeless, you can get a form from a homeless shelter or at many social service agencies. The U.S. Census Bureau is working with these organizations to count everyone – whether or not you have a permanent address.

About the ‘Hispanic origin’ and ‘Race’ questions

For the 2010 Census, “Hispanic, Latino and Spanish” are considered ethnicities – not races. That’s why there are two questions. For the “Hispanic, Latino or Spanish origin” question, you can specify your nationality (for example: Mexican, Argentinean, Dominican, etc.).

This year, the U.S. Census Bureau will count immigrant indigenous groups for the first time ever. The Census will count handwritten entries specifying that a respondent belongs to a Central American indigenous group. The Census recommends indigenous immigrants from Latin America choose “American Indian or Alaska Native” as their race, then write in the name of their community (for example: Maya, Mixtec, Nahua or Pumpecha).

If you are African (from Somalia, Liberia, Sudan or other countries), you may or may not self-identify as African-American or Black. Check the box or boxes that you feel are closest to how you identify yourself. You can also enter your race identity in the “Some other race” blank.

If you self-identify as mixed race/mixed race (for example: Black/Latino or Asian/Latino), you may check more than one box for the race question.

Classifications in the Census form aren’t perfect, but the information will help people monitor and ensure compliance with the Voting Rights Act and the Civil Rights Act.
“I matter.”
“Yo importo.”
“I have a right to be represented.”
“Yo tengo el derecho de ser representado.”
“I count.”
“Yo cuento.”

Even though it’s true, it’s sometimes hard to believe—especially if the people in your community have a history of being ignored, being put down for who they are, or being discriminated against.

Some of us live day to day. Some of us feel invisible. And some of us are fighting to build a better community for our families.

The 2010 U.S. Census is our chance to speak up for our family, our community, and ourselves. It doesn’t matter who you are, where you live or don’t live, or what your legal status is. You have a right to be counted.

This Census Guide will explain:
- What questions are asked?
- When does it happen?
- How is the information used?
- Why does it matter to my community and me?
- Who sees my information?
- Can it be used against me?

About the Census Guide

Main Street Project created this Census Guide with the help of organizations in your community. We all work to help people participate more fully in community life so that our voices can be heard. Together, we can make a difference.

CENSUS GUIDE PARTNERS: Main Street Project, Minnesota Center for Neighborhood Organizing, People Escaping Poverty Project (PEPP), Cultural Diversity Resources, Twin Cities Community Voice Mail, Lao Assistance Center, Leadership Conference on Civil Rights Education Fund, Native Vote Alliance of Minnesota, League of Rural Voters. Graphic design by Laurie Phillips.

Aunque sea verdad, a veces es difícil de creerlo—especialmente si la gente de tu comunidad está acostumbrada a ser ignorada, a ser menospreciada por la gente que es, o a ser discrimina
dada.

Algunos llevamos una vida día a día. Algunos nos sentimos invisibles. Y algunos estamos luchando para construir una mejor comunidad para nuestras familias.

El censo del 2010 en Estados Unidos es nuestra oportunidad para hablar por nuestras familias, nuestra comunidad y nosotros mismos. No importa quién seas, dónde vives o no vives, ni el estado migratorio que tengas. “Tienes el derecho a que te tomen en cuenta.”

En esta guía del censo se explica lo siguiente:
- ¿Qué preguntas se hacen?
- ¿Cuándo ocurre?
- ¿Cómo se utiliza la información?
- ¿Por qué importa para mi comunidad y para mí?
- ¿Quién ve mi información?
- ¿Se puede utilizar contra mí?

Acerca de la guía del censo

La organización Main Street Project creó esta guía del censo con la ayuda de otras organizaciones de tu comunidad. Todos trabajamos para ayudar a la gente a participar más plenamente en la vida de la comunidad para que se oigan nuestras voces. Juntos, podemos lograr una diferencia.

SOCIOS DE LA GUÍA DEL CENSO: Main Street Project, Minnesota Center for Neighborhood Organizing, People Escaping Poverty Project (PEPP), Cultural Diversity Resources, Twin Cities Community Voice Mail, Lao Assistance Center, Leadership Conference on Civil Rights Education Fund, Native Vote Alliance of Minnesota, League of Rural Voters. El diseño gráfico por Laurie Phillips.
Sí, el censo importa! En el conteo del censo de 2000 en Moorhead, Minnesota, el conteo inexacto de gente de color e inmigrantes causó la pérdida de más de $1 millón de dólares en fondos para la ciudad durante los siguientes 10 años. Cada uno de nosotros representa un promedio de $1,200 de fondos por año para las comunidades en las que vivimos. Esto es más de $10,000 por persona y más de $40,000 por una familia de cuatro durante el periodo de 10 años. ¿Puedes imaginarte qué pasaría si tu familia perdiera $40,000? Esto es lo que está en juego durante el censo de 2010.

Cómo Se Protege Tu Privacidad

Si eres inmigrante, persona sin hogar, persona de bajos ingresos o persona de color, tu relación con el gobierno no ha sido siempre positiva. Por lo que no es sorprendente que dudas en entregar tu información.

Esto es lo que tienes que saber:

Las leyes de privacidad más estrictas protegen la información del censo.

- Ninguna agencia del gobierno – ni el Departamento de Seguridad Nacional, ni el Servicio de Inmigración y Control de Aduanas (o ICE) ni el IRS (Servicio de Impuestos) ni la GIA ni el FBI – puede pedir ver las respuestas de un individuo al censo hasta que pasen por lo menos 72 años.
- Las compañías privadas como bancos, empleadores y caseros no pueden ver la información individual por ninguna razón.
- Todos los empleados de la oficina del censo prestan juramento de por vida para proteger la confidencialidad de la información del censo.

Las organizaciones nacionales de los derechos civiles – como Leadership Conference on Civil Rights – verifican cómo se usa la información del censo para asegurarse de que no se maneje indebidamente y han cuestionado intentos de uso indebido.

Es posible que las comunidades que se hayan sentido invisibles en el proceso político y civil de este país tengan dudas sobre el censo todavía. Pero si nos dejamos dominar por nuestros temores, las comunidades que nos preocupan serán las perdedoras. Tu participación en el censo es una declaración de que sí cuentas y merece que te escuchen, sin tomar en cuenta la raza, el estado de ciudadanía, los ingresos o la vivienda.

Algunos grupos han pedido a los inmigrantes que borren el censo como manera de iniciar una reforma completa de la ley de inmigración. Boycotear el censo por cualquier razón solamente causa que las comunidades no sean escuchadas y que no reciban los recursos que necesitan y merecen.

Los grupos antinmigrantes y las organizaciones nativistas quieren negar a los inmigrantes el derecho de llenar el formulario del censo y permitir la participación a los ciudadanos solamente. La Constitución de Estados Unidos exige que se cuente a todas las personas que viven en Estados Unidos, incluyendo tanto a ciudadanos como a no ciudadanos. En Estados Unidos se ha cumplido con este mandato desde el primer censo en 1790.
Por Qué Es Importante Participar

¿Realmente Importa el censo?
Al participar en el censo, eliges ejercer tu poder y ser representado en tu comunidad. Estados Unidos es un país cambiante y el censo de 2010 nos dará una idea clara de cómo está compuesta nuestra población actualmente.

Nuestra participación puede hacer que haya más fondos para nuestras escuelas públicas, más apoyo para los albergues de personas sin hogar y mejores caminos y transporte público donde los necesitamos. Debido a que el censo sólo se realiza cada 10 años, los efectos del conteo inexacto se multiplican por 10. Por lo que los $400 mil millones de dólares que se distribuirán cada año basándose en el conteo del censo se traducen en $4 billones de dólares en 10 años!

¿Qué pasa si tengo preguntas?
Si tienes preguntas sobre cómo llenar el formulario, puedes obtener ayuda con el centro de asistencia del censo para completar el cuestionario. Los centros de asistencia estarán abiertos durante cuatro semanas entre mediados de marzo y mediados de abril.

Para encontrar un centro de asistencia para llenar el cuestionario en tu comunidad, ve al sitio web www.2010.census.gov. O llamas a uno de estos números de teléfono después del 25 de febrero de 2010:
- Inglés: 1-866-872-6868
- Español: 1-866-926-2010
- Sordos/TDD: 1-866-783-2010

Si no hablas inglés, los centros de asistencia te pueden dar el formulario del censo en uno de estos idiomas: español, chino, coreano, vietnamita o ruso. También habrá guías en otros 50 idiomas que explican cómo llenar el formulario. El personal del censo puede guiarte en el proceso, pero solamente tú – o la gente que vive contigo – puede llenar el formulario.

Si no tienes hogar, puedes obtener el formulario en un albergue para gente sin hogar, o en agencias de servicios sociales. La oficina del censo de Estados Unidos está colaborando con estas organizaciones para contar a todos –tengan o no domicilio permanente.

Acerca de las preguntas sobre ‘origen hispano’ y ‘raza’
Para el censo de 2010, “hispano, latino y español” se consideran étnicas – no razas. Por eso hay dos preguntas. Para la pregunta de “origen hispano, latino o español” puedes especificar tu nacionalidad (por ejemplo: mexicano, argentino, dominicano, etc.).

Este año, la oficina del censo por primera vez contará el grupo indígena de inmigrantes. El censo contará las entradas escritas que especifican que el entrevistador pertenece a un grupo indígena de Latino América. El censo recomienda que migrantes indígenas de Latino América escogen “Indio Americano o Nativo de Alaska” como su raza, y después escribir el nombre de su comunidad indígena (por ejemplo: Maya, Mixteco, Nahua, o Purepecha).

Si eres africano (de Somalía, Liberia, Sudán u otro país, tal vez identificas o tal vez no identificas como norteamericano de origen africano o negro. Marca la casilla o casillas que creas que te identifican mejor.
También puedes escribir tu identidad racial en el espacio junto a “Otra raza”.
Si te identificas como raza mezclada o multirracial (por ejemplo: latino/a-american o latino/asíático), puedes marcar más de una casilla para la pregunta de la raza.
Las clasificaciones del formulario del censo no son perfectas, pero la información ayudará a la gente a verificar y asegurar el cumplimiento con la Ley del Derecho a Votar y la Ley de Derechos Civiles.
¿Qué es el censo?

Cómo Funciona El Censo

El censo es el conteo de todas y cada una de las personas que viven en Estados Unidos, independientemente de su raza, edad, condiciones de vida o estado migratorio. Eso quiere decir que no importa si eres o no ciudadano, si tienes o no documentación migratoria, o si no tienes hogar o domicilio permanente.

El conteo del censo se realiza cada 10 años y lo exige la Constitución de Estados Unidos. El censo de 2010 ayudará al gobierno a decidir cómo distribuir más de $400 mil millones de dólares en fondos federales destinados a servicios para la comunidad como los siguientes:

- Escuelas
- Hospitales
- Centros para la tercera edad
- Puentes, transportación y otras obras públicas
- Centros de capacitación de trabajadores
- Servicios de emergencia y traducción

Hay organizaciones sin fines de lucro que usan los datos del censo para decidir en qué comunidades trabajar y qué programas y servicios ofrecer.

Las organizaciones de derechos civiles utilizan el censo para saber dónde se necesita actuar para proteger los derechos civiles individuales o dónde se están negando oportunidades.

Las compañías privadas utilizan la información para decidir dónde abrir negocios como tiendas de comestibles y centros comerciales, y dónde anunciar a las personas que necesitan para sus empleos.

El gobierno también usan el censo para determinar cuántas personas de tu estado tendrán que ir a la Cámara de los Representantes de Estados Unidos para hablar de tus necesidades.

¿Cómo funciona el proceso del censo?

El formulario del censo de 2010 llegará por correo postal a la mayoría de los hogares a mediados de marzo. El formulario es corto y a la mayoría de las personas le llevará unos 10 minutos completarlo. Incluye 10 preguntas generales sobre ti y las personas que viven contigo, contando hasta el 1 de abril de 2010:

- Nombre
- Genero
- Edad
- Fecha de nacimiento
- Origen hispano
- Raza (puedes marcar más de una)
- Relación entre las personas de tu hogar
- Si eres dueño o inquilino del lugar en que vives

NO hace preguntas sobre antecedentes penales, estado migratorio, ingresos o empleo, ni datos personales como números del Seguro Social, números de cuenta bancaria, o historial médico.

La mayoría de los hogares recibirán el formulario en inglés. En algunas comunidades con muchos habitantes de origen latino se entregarán formularios bilingües (español/inglés).

Devuelve el formulario por correo postal a más tardar el Día del censo, 1 de abril de 2010 en el sobre provisto con franqueo pagado. Si no lo envías por correo para ese día, te visitará un empleado la oficina del censo de Estados Unidos y te hará las preguntas del formulario. Si eres un inmigrante al que le preocupa que un funcionario del gobierno visite su hogar, completa el formulario y envíalo por correo postal a más tardar el 1 de abril.
Appendix VI | CHANCE Census Engagement Project 66
Marque sus respuestas en su cuestionario oficial del Censo del 2010 y NO en esta Guía de Ayuda.

1. Escribe el nombre de las Personas 2–6
   Apellido
   ____________________________
   Nombre ____________________________ Inicial __________

2. ¿Cómo está esta persona relacionada con la persona 1? Marque X una.
   □ Esposo(a)
   □ Hijos biológicos
   □ Hijos adoptivos
   □ Hermanos
   □ Padres o madres
   □ Nietos
   □ Otro pariente

3. ¿Cuál es el sexo de esta persona? Marque X una.
   □ Masculino
   □ Femenino

4. ¿Cuál es la edad de esta persona y cuál es su fecha de nacimiento?
   Escriba 0 para los bebés que tengan menos de 1 año de edad.
   Edad el 1 de abril de 2010 Mes __________ Día __________ Año de nacimiento __________

   → NOTA: Por favor, conteste la Pregunta 5 sobre origen hispano y la Pregunta 6 sobre raza. Para este censo, origen hispano no es una raza.

5. ¿Es esta persona de origen hispano, latino o español?
   □ No, no es de origen hispano, latino o español
   □ Sí; mexicano, puertorriqueño, cubano
   □ Sí, otro hispano, latino o español — Escribe el origen, por ejemplo, argentino.

6. ¿Cuál es la raza de esta persona? Marque X una o más casillas.
   □ Blanca
   □ Negra o afroamericana
   □ India americana o nativa de Alasca — Escribe el nombre de la tribu en la que está incrusta a la tribu principal.
   □ Indio aislado
   □ Japanés
   □ Nativo de Hawaii
   □ China
   □ Coreano
   □ Guaymí o Chiricano
   □ Filipina
   □ vietnamita
   □ Sami
   □ Otro asiático — Escribe la raza, por ejemplo, birmano, taiwanés, laosiano, tailandés, filipino, cantonés, etc.
   □ Otro raza del Pacifico — Escribe la raza, por ejemplo, filipino, taiwanes, lao, tailandés, etc.
   □ Algunas otras razas — Escribe la raza.

7. Vive o se queda a veces esta persona en algún otro lugar?
   □ No
   □ Sí — Marque X todas las que aplican.
   □ En vivienda universitaria
   □ En el servicio militar
   □ En un hogar de convalecencia
   □ En un hogar de residencia
   □ En un hogar de custodia de niños
   □ En un hogar de residencia

   → Si se contaron más personas en la Pregunta 1 en la primera página, continúe con la Persona 3.

Use esta sección para completar la información sobre el resto de las personas que usted contó en la Pregunta 1 en la primera página. Puede que lo llamemos para obtener información adicional sobre ellas.

Personas 7–12
   Apellido
   ____________________________
   Nombre ____________________________ Inicial __________
   Sexo □ Masculino □ Femenino
   Edad el 1 de abril de 2010 Mes __________ Día __________ Año __________

   → NOTA: Por favor, conteste la Pregunta 5 sobre origen hispano y la Pregunta 6 sobre raza. Para este censo, origen hispano no es una raza.

   ¿Está relacionado(a) con la Persona 17? □ Sí □ No

¿NECESITA AYUDA? Si usted necesita ayuda para completar este cuestionario, llame al 1-866-928-2010 entre las 8:00 a.m. y 8:00 p.m., 7 días a la semana. La llamada telefónica es gratis.

TDD — Aparato telefónico para personas con impedimentos auditivos. Llame al 1-866-783-2010 entre las 8:00 a.m. y 9:00 p.m., 7 días a la semana. La llamada telefónica es gratis.


RECUERDE:
Envíe por correo su cuestionario oficial del Censo del 2010 completado. NO envíe por correo esta Guía de Ayuda.

GRACIAS.
Maxaad Ka Taqaaanaa Tirakoobka 2010
Waa Maxay Tirakoobka?
Tirakoobka waa tirinta qof kasta ee ku nool dalka Mareykanka. Tirakoobka waxaa la qabtaa tobankii sanabaa mar, Tirakoobku waa muhiim.

Muxuu Tirakoobka Muhiim u Yahay?
Tirakoobka wuxuu wax ka taraa sida eey dowlada dadweynaha ugu qoondhays lahayd dhaqalaha.
Tirakoobka wuxuu dowlada wax ka taraa sida eey u dhiis layhad

- iskuudo cusub
- isbitaalo
- Wadacayinka
- Goobka ama xarumaha bulshada
- Iyo adeegyo kale oo badan

Haddii aad tirakoobka ka qaab gashid bulshadeen la islaa loo karo markii la qoondhays lahayd dhaqalaha, iyo haddii la dhiisay goobcusub.

Tirakoobku Ma Xafidan Yahay?
Jawaabta waa haa, xafiiska tirakoobka (ha’yade qaabdaan tirakoobka) ma dhibi karto xogta ama arrimaha gaarka kuu ah. Side cinwaanka, lambarka sugida badbaadada bulshada (social security number), iyo arrimaha la midka ah. Warbixinta aad ku buuxiso foomka sidra tamaansada qari. Sababtoo ah shariga dalka Mareykanka wuxuu dhiigaya In aan laga wadaagaa Karin sid kale arrimaha aad ku buuxiso foomka.

Sidaa Baa Loo Buuxinaya Foomka Tirakoobka?
Qof kasta oo ciyaaran leh wuxuu foomka heleya sanaadka 2010 bixiga sadexda gudahaareeya, foomka wuxuu ku kooaba yahay toban su'aalba oo keliya. Waa inaad buuxisid foomka si ee dadkaaga cod ugu yeeshoow doonayn Mareykanka. Su'aasha sagaxaad calaamad ama aadan ku cadde ereyga "other" halka uu ku qoran yahay. Waxaanaad qortaa "Somaali". Haddii aadan qorin "Somaali" waxay laga ugu iskaabti karaa jirsiyadika kale ee dadkaaga gargaar u gaar ah ma heli karaan. Foomka marka aad buuxisid u dir xafiiska tirakoobka inta aan la gaarin kowda bisba Abrib (1st April).
Appendix VI | CHANCE Census Engagement Project

Haddii xadii hasan oo leh dib ku dhiisiifaydiyo, wasatiga jiray in ku ceebiyo ahaanka dhibeetka Tiirkoobka Qofka 2aad-

Maaga ugu hadlayaa 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Qofka 7aad:

Magaca ugu dembeeye:

Jinsi: [ ] Lab [ ] Dhedig

Daadka markii tahay:

Aanbal 1, 2010

Xasuusnoow:
Dib kuso dir baadana waxaa loo magaca qofka 2aad- oo dhoweystiran.

DIB HA USOO DIRIN Tilmaamahan Kaalmada Luuqada.

Mahadsanid.
Tirakoobka 2010: Mustaqbalkeenu Wuxuu ku Xidhan yahay Qoysaskeena oo la Tiriyo!

1. Qof wailo oo cinwaan leh wuxuu foomka helayaa sanadka 2010 bisha sedaxaad gudaheeda. Formku wuxuu leeyahay toban su’aalood oo kaliya

2. Su’aasha sagaalad, waxaad calaamadaysaa “other” meesha ay ku qorantahay kadib ku qor Soomaali (Haddii aadan qorin Somaali, waxaa nalu uqab waxa bixinta ugu hore ama kale)

3. Haddii aadan buxin foomka dadkaaga cod kumalah dawlada mareekana

4. Formkaan waa in aad soo buuxiso aadna u dirto xafisska Tirakoobka inta aan lagaadin April 1st

Tirakoobka waa amaan. Xogta aad ku qortid foomka tirakoobku waa qarsoodi lalama wadaagi karu cida, xataa ha’yadaha Socdaalka (immigration) iyo Guryaha (Housing).

Haddii aad su’aalo qabto waxaad laxirriirtaa: Kassim Busuri, 612-625-6830

Lakkaawinsi Ummata Minneapolis kan bara 2010-nii!

Waa jirri U.S. Census Bureau akkametti nu lakkaawa?


Jirattota lakkaawuun maaf barbaachisa?:

Lakkaawinsa ummataa kan bara 2010-nii sirriiti lakkaawuun hue garaa magaalada Minneapolis-f akkaan barbaachisa dha. Nama osoo hin lakkaawamin hafu 100 irraati, Minneapolis waggaa kurhan keessatti horin dhabdu gara doolara silliyoona 1-ti tilmaamama. Akkasummattis, oodeefannin achiirraa argamu kun tajaajiloota horee hawaasummaati f ii sagantaalac uguuma argatuun irra jiru, kanneen ummataaf barbaachisandabaliudhaaflis lakkoofsi ummataa beekamuu murteessaa dha.

Oodeeffannoo an ergu akkuma icittiin qabametti turaa?

Xafladda Tirakoobka Bulshada
Goorma: 25ka Bisha Marso
Saacadda: 4:00pm ilaa 6:00pm
Meelma: Xarunta Brian Coyle

United States Census
Census 2010

Ma u baahan tahay in lagaa caawiyoo buuxinta
Foomka Tirakoobka?

Immow Xarunta Brian Coyle marka ey Bisha Marso
tahay 25 ka saacaddana tahay 4:00pm ilaa 6:00pm si
aad u heshid kaalmo ama caawinaad in laguu
buuxiyo Foomka Tirakoobka

Waxaynu bixin doonaa cunno aan wax kharash ah
lagaa qaadeynin.

Wixii warbixin dheeri ah fadlan kala xirriir Adam
Faitek telefoonka (651) 274- 2565 ama E-mailka
adam.faitek@gmail.com
TILMAAMAH'A
TIRA-KOObKA 2010

Sida Tira-koobka u shaqeeyo
Sababta ay muhiim u tahay in laga qeyb qaato
Sida loo dhowrayo macluumaadka
adiga gaarka kuu ah

WA LA I
XISAAB-
SADAA

KUv YEEJ
MUAJ
NQIS

Kev Suav Neeg ua haujwm li cas
Vim li cas thiaj li tseem ceeb rau tib neeg los koom tes
Yuav ua li cas tiv thaiqv cov lus koj qhia txog koj

QHIA TXOG KEV SUAV
NEEG RAU XYOO 2010

Main Street
Project

LEAGUE of
RURAL VOTERS

United States
Census
2010
Appendix VI | CHANCE Census Engagement Project

SOOMAALI

Mudada Tira-koobka 2010

Bartamaha bisha Maaro

1st Abril

Maulinta Tira-koobka – Ugu dambeyn maalintaan foormika dib u soo dir

Majoo – Juun

Shaqaalaha Tira-koobka ayaa guryaha ku soo boogan doorna dadka ahaan foormka boosta ku soo cirin

Disember

Xafiiska Tira-koobka ayaa waxay Madax weynaha gaarsiiinayaan tirada dadweynaha ee la tiriyay

Maxay Muhim U Tahay In Laga Qeyb Qaato

Dhab ahaantii Tira-koobka ma micnuu ku fadhiyay!

Markaad Tira-koobka aad ka qeyb qaadaaneyo, waxaad dooratey in aad isticmaasho awoodaada si lagaga qeeyb galka tulaan ah. Markaad wuxuu hagaajinayaa oo Tira-koobka 2010 wuxuu na siinaysa waxay xidhiidh oo muujinaya halalka aadka ugu faraxsanayaan.

Waxay ka mid ka dhexeeya qeyb aasaasigaan yahay, laakiin, waxay ka mid ka dhexeeya qeyb aasaasigaan yahay. Si aad u hesho wuxuu ugu faraxsanayaan yahay. 

Su’aalaha ku saabsan ‘asalkooda Hisbanik’ ah iyo ‘Jinsi’


Haddii aad tahay Afrikan (oo ka yimid Soomaaliya, Laybeeriya, Suudan ama ugu faraxsanayaan), Markaad ama Afrikan-Amerikani aaynaa fikirka magacaado taariikh oo haddii kale waad iska sameeyaan. Sanduuga ama sandiicidaya saar caalamadda sida ah midka aad is leedahay inay ugu soor ah xaygii sida ama, qofada aad isku magacaadowida. Sidoo kale waxaad gelin kartaa siiyo aad isku magacaadowdo meshiigii banaan ee “Siniyadda kale”.

Haddii aad adigoo fikirka magacaadowdo aad tahay qof fikirka iskuji jir ah jiraba jinayaddood ama fikirka jinayaddood kale haddii wiixin (tusaale ahaan: Madow/Latino ama Assyrian/Latino), su’aasha jiniga haddii waxay in ka badan hal ayaad cabaladeeyey kartaa.

Kala-socidda foormanka Tira-koobka ma an an laga soo saax ah, balse macluumaadka waxuu ugu faraxsanayaan in ay iskuji ugu faraxsanayaan oo ay hubaystay in uu codsan ah, sanadkii aad degammeyaa Xeerka Xuguurada Cidlinta iyo Xeerka Xuguurada Cidweynaha.
Sida Loo Dhowrayo Waxa Qarsoodiga Kuu Ah

Haddii aad tahay soo galoobi, qof hoy la', daqalaaga hooxeyeyaa ama qof aan cadligan ahayn, xiriikheega aad dowladda la tahay uusan mar kasta ahnaan jiri mid ii qaabax fa. Sidaas-geed la yaa b iyo laha in leh in laga yaabaa in aad u heli kala qaabto macluumadaqka sida loo xildin doono.

Halkan waa waxyaabaha aad u baahan tahay in aad ogaato:
Shoorayada ka hadli xofada kuwooda ugu adag ee buugaaga ku qoran ayaa ilaa xaalida macluumada Tira-koobka.

- Ma jiraann hay'a dowlal ah - ha noqoto Waaxdiyo Aamaanka Wadanka (Department of Homeland Security), ama Fulinta Laanta Sidaa leeyahay (Immigration and Customs Enforcement, ICE), ama IRBS, CIA ama FBI - xaanmaa muddo kale oo aad u dhowayna in uu arkaan jawaab-celinta shaqayxayda Tira-koobka ugu yaraan 72 sanaadood.

- Shirkadaha gaarka loo leeyahay sida dagaga, shirkadaha loo shaqeyyo, loo mukillayaasha guryaha maar karaan macluumada shaqeyga seebta kasta ha noqote.

- Dhamaan shaqayxaha Xadiga Tira-koobka dhaaro amay mareex oo waxaa lagu daabiqeynta inaad ahaan ayaa loo yaqeebno macluumada Tira-koobka.

Unurada Xurqadda Dad-waynaha ee Qaran - aida Leadership Conference on Civil Rights - waxay la socdaan sida macluumada Tira-koobka loo isticmaal, si aay u hubaabnaan ku jiraan loo isticmaalint oo waa habka isku day kasta oo caaninna ah.


Siyaasadaha iyo Tira-koobka


Appendix VI | CHANCE Census Engagement Project

Kev Suav Neeg yog dab tsi?
Kev Suav Neeg Ua Hauj Lwm Li Cas?

Kev suav neeg yog ib qhov kev los suav txhua tux tsib neeg uas nyob rau hauv lub teb chaws Amesilvkas, txawm lawv yog hais neeg twg, hnhub nyoog, nyob qhov twg, lossis muaj ntawv nyob teb chaws li cas. Yeej txhais tias tsis ua li cas txawm koj yog pej xeem lossis tsis yog, txawm koj tsis muaj tsev nyob lossis tsis muaj qhov chaw nyob yuav nyob mus ntev los, lossis koj muaj ntawv zoo li cas nyob rau lub teb chaws no.

Daim ntawv Suav Neeg Rau Xyoo 2010 yuav xa tuj rau tim feem coob cov tib neeg lub teb rau thamh lub Pab his ntuj ib nih. Daim ntawv yeej tuv thiab rau feem coob teb nih, yuav siv li 10 feeb los teb tag. Daim ntawv yuav muaj 10 la lus rug xog koj thiab lwm cov tib neeg piab nrog koj nyob rau thamh hnhub tim 1 lub Plaub his ntuj xyoo 2010 no, cov tus rug yog: 

- Npe
- Poj niam lossis bsv neej
- Hnhub nyoog
- Hnhub yug
- Puas yog halv neeg Hispanic (Mev)
- Yog halv neeg twg (yuav pub koj xaiv tshaj ib hom)
- Tsev neeg sib btxoob li cas
- Seb koj yog tus tswv tsev lossis xaub lub tsev uas koj nyob ntawv

Daim ntawv YUAV TSIS nug xog koj keeb kwm ua kev bxaum, kev ua pej xeem rau teb chaws, niyaj biaag lossis kev ua hauj lwm, lossis twog koj tus kheaj xws li koj tus Xaus Saws [Social Security numbers], koj li askhaus niyaj tim tsev tso nyaj (checking account numbers), lossis keeb kwm kho mob.

Feem coob cov tsiv neeg yuav txais daim ntawv sau ua tus Aasiku. Rau cov siv rug uas muan Muv keob, cov ntawv yuav sau rau lus (Mev/luu Aasiku) xa tuj.

Xa daim ntawv rov qab ua ntej hnhub tim 1 lub Plaub his ntuj xyoo 2010, uas yog Hnhub Suav Neeg muab daim ntawv ntim rau lub hnhub ntawv uas tseb them qhov nci xa rov tuj lajwm uas nyob nrog daim ntawv.

Yog koj tis xa daim ntawv rov tuj, ib tug neeg ua hauj lwm rau lub Koom Haum Hais Amesilvkas Kev Suav Neeg (U.S. Census Bureau) yuav tuj niisb koj thiab nug cov tus nyob rau daim ntawv. Yog koj yog ib tug neeg tuj xawv teb chaws es muaj kev txhawj bsg txowm fwm tuj saib koj lub taev, sau daim ntawv kom liag ces muab xa rov tuj ua ntej lub Plaub his ntuj.

Hmong
Appendix VI | CHANCE Census Engagement Project

Vim Li Cas Thiaj Li Tseeb Ceeb Los Koom Tes

Kev Suav Neeg puas yuav pab tiag?
Yog yus tau koom tes rau Kev Suav Neeg, koj tau biaav bim txog puas yuav siv koj cov fjw chimm thiaib tau muab kouj tus kheej los saw cov rau hauv kouj kouj lub jez zog. Lub Teb Chaw Ameeslikvas yej haoc houj zuj zuj ces Kev Suav Neeg Rau Xyoo 2010 yuav pab kom peb paub zoob seb peb nyob rau qhov twg rau tam sim no lawm. Peb kev koom tes yuab pab tuj yuab los rau peb cov txog kawn ntawm, kev pab nbxiv rau cov chaw pab rau cov neeg tis magician tsev nyob, thiab yuab pab nyobj


Yog koj yuav haiv neeg African (tuaj cov teb chaws Somalia, Libiia, Sudan losais lwm cov teb chawa), yuav ghiaw tisaj koj yuav losais tisaj yuav haiv neeg tuaj teb chaws African tuaj losais yuav neeg Tawm Duk. Koss lub thawm losais cov thawm uas koj xay liaw yuav ghiaw

kho kom cov kev thiab cov tseb thiaj tib neeg rau yav tom raij. VIM lias Kev Suav Neeg tsaisuaj suav 10 xyoo ib zaug xyw, yuav ya yuam kev lawmn ces yuav ya yuam kev txog li yog 10 njeuq. Yog li cov nyaij $400 billion uas yuav muab sid faba raws li Kev Suav Neeg rau ib xyoo txhais tias qhov niyaj no ces yuav raug txog S4 trillion rau 10 xyoo!

Yog kuaj muaj lus nug daf tesi?

Yog xaw nhiav Lub Chaw Pab Teb Lus Nug nyob rau koj lub jez zog, mus saib rau www.2010.census.gov. Losais hu xov looj tuaj rau ib tug xov tuaj hauv qab no tam qab nhub tim 25 lub Ob hisi nthuk xyoo 2010:

Lus Anaskiv:
1-886-672-6668

Lus Merv:
1-886-628-2010

Cov tis hnov lus/TDD:
1-866-783-2010


Yog koj tis srew jis nyob, koj mus muab tau ib dam tawm ntawm cov chaw pab cov tis magician tsev nyob losais rau tim cov koom haum pab pab niyaj, Lub Koom Haum Rau Ameeslikvas Kev Suav Neeg (U.S. Census Bureau) yaaj ua hauj hwm nyob cov koom haum no kom suav tau bhaun tug niyaj – bawm koj muaj tsev nyob losais tis magician.

Hais txog cov lus nug txog cov ‘haiv neeg Merv’ thiab ‘Haiv Neeg’


Yog koj yuav haiv neeg African (tuaj cov teb chaws Somalia, Libiia, Sudan losais lwm cov teb chawa), yuav ghiaw tisaj koj yuav losais tisaj yuav haiv neeg tuaj teb chaws African tuaj losais yuav neeg Tawm Duk. Koss lub thawm losais cov thawm uas koj xay liaw yuav ghiaw

kjo zoob tshaj. Koj koj tau rau lub thawm uas sau tisaj “Yog lwam jam haiv neeg” uas tisais sau daf tesi rau.

Yog koj xam koj tus kheej tias yog ob pab horn neeg ua ko (xwv li: neeg Tawm Dub/Merv losais neeg Etisats/Merv), no ces koj koj sau tshaj taj lub thawm los taj.

Kev chiaw txog seb yog pab pawm neeg twg rau Dalm Ntawm Suav Neeg yeet tis zoo tag niu, liam sin cov tehraw fowb tawm yuav paw pab neeg saib yaxias thiab tawm kom taw baij Kev Cai Li Choj Rau Kev Xaw Gi Tsa (Voicing Rights Act) thiab Kev Cai Li Choj Korn Tau Kev Ntaj Nees Rau Cov Pej Xeem (Civil Rights Act).
Kev Tsis Pub Qhia Tawm Txog Koj No Tiv Thaiv Li Cas

Txaawm tais koj yog ib tug neeg tuaj txawv teb chaws, tus tais muaj tsev nyob, tus tau niyaj tsewv losise tais neeg tawm niqaj tais yog xim dawb, koj yeej tais ib txawm muaj kev a hauz zwo nrog tsoom hwv. Yog ib no tej zaum koj koi muaj kev tsawaj txog yuav muaib clam ntawv qhia tawm boc koi tus kheej.

Koj yuav tium tau paub boc cov no:
Cov kev caii muaj twj chiim tshaj rau kev thavv yvog cov los tiv thavv teb neeg cov lus qhia tawm kev Kev Suav Neeg.


- Txaawm li cas los cov chaw uaj tuma xwi li cov tsew tso niyaj, cov chaw uaj hauz lwm, thiab txawv tsev los yeej caai muaj tis bxog ib tug neeg twg cov lus qhia tawm.

- Txaawm li cas los cov chaw uaj tuma xwi li cov tsew tso niyaj, cov chaw uaj hauz lwm, thiab txawv tsev los yeej caai muaj tis bxog ib tug neeg twg cov lus qhia tawm.

Cov kev haum kev kev caii ncaj ncee voh tuaj rau lub teb chaws – xwi li Lub Koom Tuxoo Rau Cov Thajv Cij Tsoog Kev Ncaj Ncee Rau Cov Pej Xeem (Leadership Conference on Civil Rights) – yeej cov saib yuvas saib cov pab boc los ntawm kev Suav Neeg no yuav siv li cas thiab saib kom tisbxob muab ua phem l cas thiab tau los hasil cov tisbxob uaj tau sim ta iawm.

Tej zaum cov neeg rau tej jez jad uaj tau xaw tias lawv tais muaj suaj rau cov roj ncaj lus thiab kev caii l kaj rau lub teb chaws tseem txawj txog kev Suav Neeg. Tiam sis yob peb cia peb kev nihiay los tawv peb lawm, cov jez jad peb hlub thiaw yuav poob peeb. Koj txog kev koom tsis rau rau hauv kev Suav Neeg yok koj kev haus tawm tias koj yeej muaj nuj nci thiab koj yeej tsim nyoq tau lawm hno jad koj tawm koj kev haiv neeg twg, yog pej keem losise tis yog, tau niyaj txog li cas, losise tau tsev nyob li cas.
United States Census

2010

Korean

Appendix VI | CHANCE Census Engagement Project
언어 보조 가이드
한국어 / Korean

• 이 문서는 공식적인 사항 및 정보의 지원을 위해 제공하는 언어 보조 가이드입니다.
• 이 가이드는 각 템플릿에 포함된 정보를 통해 보조가 사용할 수 있습니다.
• 특정한 언어로 작성된 문단 또는 본문은 본 가이드의 제목에 따라 상세히 설명되어 있습니다.

1. 2010년 4월 1일을 기준으로 약 3개월에 이어 거주하거나 이주하고 있습니다.
2. 2010년 4월 1일을 기준으로 이전에 이동한 사항 중 정주내 다른 주소로 이전한 사실이 있습니까?
3. 다음 각 항목 중 저자와의 소통방법에 가장 잘 설명하는 것을 선택문안에 하시오。


10. 가구의 1인에 대한 추가 정보를 제공하십시오.

Form D-60 (Korean) 6-6-2009
US CENSUS BUREAU

Appendix VI | CHANCE Census Engagement Project
Appendix VII

Examples of Volunteer Solicitation E-mails

Thu 15 April 2010, 12:51:50 (CDT)

Subject: Don't tell me you have class!

From: bates171@umn.edu

Date: 09 Mar 2010 15:52:09 -0600

To: HHH Student Listserv <HHH-STU-PERSONAL-L@LISTS.UMN.EDU>

Next week, Monday, March 15 and Tuesday, March 16 CHANCE is looking for volunteers to staff tables in Riverside Plaza. We will be working from 3-6 pm each day, sitting at tables with Census information and shwag in the lobbies of two of the main residences. This is part of a greater effort in the neighborhood to help ensure everyone is counted. No prior knowledge of the Census is necessary, simply a cheerful smile and willingness to help inform residents of the upcoming activities.

We can use your help for an hour, or the entire time!

Interested? Please email me back at bates171@umn.edu

Anna

--
Anna Swanson
Research Assistant
Office for Public Engagement
612-624-3515
Master of Public Policy Candidate, anticipated completion, May 2010
Thu 15 April 2010, 12:52:33 (CDT)

Subject: Still need volunteers!

From: bates171@umn.edu

Date: 11 Mar 2010 18:02:07 -0600

To: HHH Student Listserv <HHH-STU-PERSONAL-L@LISTS.UMN.EDU>

Please, please, please!!!

If you can help out next week sitting at a table, distributing Census materials to our neighbors at the Plaza, we'd greatly appreciate it...

Times are:

Monday, March 15 3-6 pm
Tuesday, March 16 3-6 pm

Even an hour of your help would be great.

Thanks for considering,

Anna

---
Anna Swanson Bates
Research Assistant
Office for Public Engagement
612-624-3515
Master of Public Policy Candidate, anticipated completion, May 2010
Subject: [HHH-STU-PERSONAL-L] Just like Rocky...
From: Adam Faitek <adam.faitek@GOOGLEMAIL.COM>
Date: Fri, 9 Apr 2010 14:24:55 -0500
To: HHH-STU-PERSONAL-L@LISTS.UMN.EDU

...the CHANCE Census team is at it for one more round, and we need our fellow colleagues to help us ensure that Cedar-Riverside comes out on top (think of the neighborhood as Rocky, and the English-only Census as the menacing Tommy Gunn).

Let's review the facts:

- Cedar-Riverside misses out on $1,200 in funding for everyone person not counted.
- Cedar-Riverside's high immigrant, multilingual community needs help filling out their English-only Census form.
- If we do not help CR, they could miss out on money for health care, education, and projects like the expansion at the Brian Coyle center.

Now that you're pumped, how can you help? We'll be doing outreach in the neighborhood on Sunday at 1PM. **Come for 1, 2, or 3 hours!** Either way, you'll help impact a community for the next ten years.

If you're interested, send me an email (adam.faitek@gmail.com) or give me a phone call (651-274-2565).

Thanks in advance for your wonderful support, and have a great weekend,

Adam

--
Adam Faitek
Adam.Faitek@gmail.com
Mobile: (651) 274-2565
Subject: [HHH-STU-Personal-L] FREE FOOD CHANCE Neighborhood Outreach - Saturday 11AM
From: Adam Faitek <adam.faitek@GOOGLEMAIL.COM>
Date: Wed, 24 Mar 2010 09:42:40 -0500
To: HHH-STU-Personal-L@LISTS.UMN.EDU

To all future public servants,

The CHANCE Census team is in the final weeks of its work. With Census forms out in the Cedar-Riverside neighborhood, the next few days are absolutely crucial to ensure that community members properly fill out their Census form to ensure they get their fair share of resources for the neighborhood.

Please help us with this very important task by doing neighborhood outreach this Saturday at 11AM. We will be meeting at HHH at 10:45AM and then heading to do canvassing in the Plaza and Cedar buildings. NOTE: FREE FOOD WILL BE PROVIDED!

I know it's a Saturday, but one day of your help could impact the neighborhood for the next 10 years. If you have any questions, you can speak with Anna Swanson, Megan Evans or myself.

So please let me know if you can help before I send the very sick Jon Brown after you.

Have a great day,
Adam

--
Adam Faitek
Adam.Faitek@gmail.com
Mobile: (651) 274-2565
CAMPUS

Advocates work to close census gap

Some U students are promoting participation in the 2010 U.S. Census.

PUBLISHED: 03/31/2010
ALEX HOLMQVIST

A group of University of Minnesota students and local organizations are working to overcome language and cultural barriers so that residents of the Cedar-Riverside neighborhood are counted in this year’s census.

Three University graduate students have partnered with organizations from the predominantly Somali neighborhood to encourage residents to fill out their census forms.

These efforts are part of the Cedar-Humphrey Action for Neighborhood Collaborative Engagement, a student-led initiative to strengthen partnerships between the University and the Cedar-Riverside neighborhood.

Anna Swanson Bates, Megan Evans and Adam Faitek, all second-year graduate students at the University, created the Cedar-Riverside census project as part of a year-long capstone course offered by the Humphrey Institute of Public Affairs.

The group worked with members from the Somali American Education Program, a nonprofit organization that provides educational opportunities to local adults.

Together they recruited community members from Cedar-Riverside to help them fill out their forms and translate information about the census for non-English speaking residents.

Mohamed Abdullahi, director of SAEP, said they also enlisted the help of community elders to spread their message through word of mouth.

“We all participated as a community,” Abdullahi said. “We don’t want people undercounted in our area.”

During the past few months, the group has raised nearly $9,000 to put toward their efforts and have spent hundreds of hours in the community to address residents’ concerns about filling out their census forms.

For every 100 people who are not counted, it is estimated that $1 million in federal funding for Minneapolis programs will be lost over the next decade.
"This is an issue that affects everyone," Faitck said.

The students said they found many immigrant residents in the community were concerned about releasing personal data and were unaware that their information is kept confidential for 72 years.

"There is a general mistrust of government," Swanson Bates said. "Some are coming from a very unstable country."

The students have hosted workshops in the Cedar-Riverside community to help residents fill out their forms and have translators on hand to assist residents who don't speak English.

The group is hosting an outreach event Thursday from 3 p.m. to 6 p.m. at the Brian Coyle Center and the McKnight and Chase buildings at Riverside Plaza.

"It's kind of a last call for people who haven't filled out a form yet," Evans said.

The students said they feel their efforts within in the Cedar-Riverside community have been successful and have made many residents less hesitant about filling out census forms.

"We bridged a lot of the divide," Faitck said.

The students said they are also grateful for the help from local organizations like SAEP, the West Bank Community Coalition and the Cedar-Riverside Neighborhood Revitalization Program.

"The community has just as much knowledge to share with us as we do with them," Swanson Bates said.
Making Everyone Count

Televisions across the country were flooded this year with ads asking “If we don’t know how many people there are, how do we know how many roads we need?” The message is a simple one, describing how the 2010 Census facilitates accurate representation of the population in state government and for public facilities, such as schools, post offices, libraries, and roads.

Recognizing the unique challenges that communities with high immigrant populations face in Census participation, Humphrey Institute students Megan Evans, Adam Faitek, and Anna Swanson developed a plan to help community leaders in the Cedar-Riverside neighborhood empower residents to complete the Census.

“The Census is important because of its breadth, depth, and timeframe,” says Faitek. “It impacts everyone. A community can lose $1,200 for every person not counted, and it only happens every 10 years.”

 “[Cedar-Riverside] community leaders estimate they were underrepresented in the 2000 Census, leaving out two-thirds of the Somali population,” adds Evans.

“Citizenship is not a requirement to be counted in the census,” Evans continues. “The entire community receives the maximum benefit if everyone participates. And because all residents use the roads, are protected by public safety, or may need hospital care, there is little reason to think that ‘the Census doesn’t affect me or my neighbor.’”

The group began their research last fall by attending community meetings and speaking with local leaders. They secured funding from multiple sources and recruited fellow University students to help in their effort.

“We analyzed local promotion efforts so that we could target the areas that weren’t receiving outreach,” says Evans. The group then worked with such local media as Somali and Ethiopian...
television and radio and brought together local faith and housing groups to heighten public awareness.

“We held eight neighborhood events promoting the Census and helped members of the community fill out hundreds of forms,” says Faitek. “We recruited 17 neighborhood liaisons, and collectively knocked on more than 1,000 doors. In the end, the Cedar-Riverside neighborhood has performed strongly compared to what was expected.”

“The project was impactful because it empowered neighborhood residents to work on their own behalf,” says Swanson. “The community was more receptive to messages about the Census because the information came from sources within the community.”

“The students’ efforts will have a significant long-term impact on our neighborhood,” says Merrie Benasutti, associate director of student initiatives for the Center of Integrative Leadership. “They have created new and effective partnerships between the University and the Cedar-Riverside neighborhood and strengthened local networks. They have worked across disciplinary and cultural boundaries to truly make a difference.”


7 Sherman Rental Division, "Riverside Plaza," <http://sherman-associates.com/riversideplaza>

8 City of Minneapolis Neighborhood Profiles, “Cedar-Riverside/Minneapolis: Percent Change of Population,” <http://www.ci.minneapolis.mn.us/neighborhoods/cedarriverside_population.asp#TopOfPage>


10 City of Minneapolis Neighborhood Profiles, “Cedar-Riverside/Minneapolis: Percent Change of Population,” <http://www.ci.minneapolis.mn.us/neighborhoods/cedarriverside_population.asp#TopOfPage>


21 Ibid


24 Minneapolis Neighborhood Profile <http://www.ci.minneapolis.mn.us/neighborhoods/cedarriverside_profile_home.asp>
