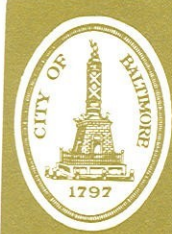


<b>FROM</b>	NAME & TITLE	THOMAS J. STOSUR, DIRECTOR <i>Globe for T.J.S.</i>	CITY of BALTIMORE <b>MEMO</b>	
	AGENCY NAME & ADDRESS	DEPARTMENT OF PLANNING 417 EAST FAYETTE STREET, 8 <sup>TH</sup> FLOOR		
	SUBJECT	CITY COUNCIL BILL #09-0125R – BALTIMORE CITY COUNCIL COMPLETE COUNT COORDINATION		

**TO**

DATE: January 19, 2010

The Honorable President and  
Members of the City Council -  
City Hall, Room 400  
100 N. Holliday Street



The Department of Planning has received City Council Bill No. 09-0125R for review. This resolution is for the purpose of exploring how the Baltimore City Council can best assist the Administration in securing an accurate population count in the 2010 Census, determining Council district organization, and identifying focus groups.

The Department of Planning has been vested by the Mayor to take the lead in developing the outreach process for the 2010 Census in Baltimore City. The outreach process officially started when Mayor Sheila Dixon launched Baltimore City's Complete Count Campaign for the 2010 Census on April 1, 2009, and announced that John T. Willis of the University of Baltimore would serve as Chair. The goal of the campaign is to motivate Baltimore City's diverse population to participate in the 2010 Census by explaining the purpose, importance, and safety of the Census, with a particular emphasis on reaching specific hard-to-count populations through appropriate local networks. To ensure a comprehensive approach, a Subcabinet was formed with representatives of all City agencies. The Subcabinet has been meeting monthly since February 2009 to ensure that 2010 Census Complete Count Campaign is integrated within ongoing outreach initiatives. Additionally, twelve distinct subcommittees were established on the basis of specific hard-to-count populations and access to distinct local outreach networks. Subcommittees are organized according to following topics: media, education, immigrant and limited English proficiency, new Baltimoreans, non-profit and community-based organizations, faith-based organizations, business, group quarters, public housing, homeless, disabilities and special needs, and the elderly. The subcommittees have developed Action Plans which are a part of the City's 2010 Census Action Plan. The Action Plan identifies hard-to-count "target areas" within the city and compiles each of the subcommittee's responses to the following questions:

- **WHO** is the target audience for this subcommittee?
- **HOW** would outreach/publicity best reach this target audience?
- **WHEN** are events going on that would naturally gather this target audience?
- **WHERE** should Questionnaire Assistance Centers and Be Counted sites be located?

Additionally, an Executive Committee was formed to provide a high profile for raising public awareness, and to offer oversight and guidance in the challenging process of allocating limited resources in the most effective ways. The Executive Committee consists of members with access to a broad network of constituents who may be at risk for undercount, but for

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whom an accurate Census count is critical. For this purpose, the membership represents elected officials, foundations, property owners, labor (public and private), agency heads, community-based organizations, media partners, businesses, higher education, and faith-based organizations. More information on the Complete Count Committees and Subcommittees as well as their activities can be found on the Baltimore City Census Website which is updated daily at: [www.baltimorecity.gov/2010Census](http://www.baltimorecity.gov/2010Census).

The kickoff event for the Baltimore City Complete Count Campaign took place on January 18, 2010 in conjunction with the Martin Luther King Jr. Day Parade. The next three months will be critical in raising awareness about the upcoming Census. In addition to including Census messages in the City's outgoing mail, there are Train the Trainers sessions scheduled throughout the months of January and February to prepare case workers and neighborhood ambassadors to carry out the Census message to the population they serve. As part of the City's Media Campaign for the Census, and in addition to the US Census Bureau Media Campaign, the City will include advertising on Radio One, Clear Channel Billboards, MTA's Light Rail and Metro stations and buses, Collegetown Network, the El Zol radio station, WBAL TV, Cable Channel 25, and Baltimore Sun Online.

Thus, the Department supports CCB #09-0125R. Recognizing the importance of a complete and accurate Census count for Baltimore City, we are prepared to work with City Council representatives to develop targeted approaches to increase the mail response rate for the city in the 2010 Census.

If you have questions concerning this matter, please contact Seema Iyer, Division Chief for Research and Strategic Planning Division at 410-396-7272.

TJS/WYA/mf

cc: Mr. Andrew Frank, Deputy Mayor  
Mr. Demaune Millard, Chief of Staff  
Ms. Angela Gibson, Mayor's Office  
Mr. Larry Greene, Council Services  
Mr. Wilbur Cunningham, Chair of Planning Commission  
Honorable Rochelle "Rikki" Spector", 5<sup>th</sup> Council District Representative  
Ms. Nikol Nabors-Jackson, DHCD