

CITY COUNCIL STUDY SESSION

TO: Mayor and City Council
FROM: Mari E. Macomber, City Manager ^{MSM}
SESSION DATE: February 15, 2010
TIME: 5:00 p.m.
PLACE: Second Floor Conference Room

We will need to adjourn just prior to 6:00 pm to be in the Council Chambers on time for the City Council Meeting at 6:00pm.

AGENDA:

- **2010 CENSUS**
- **STORM WATER MANAGEMENT INFORMATION**
- **FINAL SUMMARY TRASH CONTRACT**
- **NEWSLETTER – February 5, 2010**

2010 CENSUS

The US Census is a count conducted every ten (10) years of all the people living in the United States. The first census was held in 1790 and the law required that every household be visited. There were six questions on this first Census. Two-hundred and twenty years later, the census consists of only ten (10) questions. The Census **is mandated by the U.S. Constitution** with the next census taking place April 1, 2010. Participation in the census is required by law and takes less than 10 minutes to complete. It is important to note that federal law protects the personal information that individuals share during the census.

Census information affects the numbers of seats each state occupies in the U.S. House of Representatives.

Redistricting 101: What is redistricting and why do states redistrict?

- *Redistricting is the process of changing electoral district and constituency boundaries, usually in response to periodic census results
- *The U.S. Constitution requires that electoral districts be periodically adjusted or redrawn to account for population shifts
- *While the census does provide information to the U.S. states on population in order for the states to redistrict appropriately, the census is not actually responsible for the act of redistricting. State legislatures or independent bi-partisan commissions (depending on the state) are the bodies that actually redraw district lines.

Over the years, people have used census data to advocate for causes, prevent diseases, research markets, and locate pools of skilled workers and more. When you do

the math, it's easy to see what an accurate count of residents can do for a community -
Better infrastructure and more services.

Information the census collects helps to determine how more than \$400 billion dollars of federal funding each year is spent on infrastructure and services like:

- Hospitals
- Job training centers
- Schools
- Senior centers
- Bridges, tunnels and other-public works projects
- Emergency services

What's at stake statewide?

- Census data is used for a variety of purposes including appropriating money to the state and local communities,
- Representation at the Federal level is determined through the apportioning of seats in the U.S. House of Representatives,
- Every year the federal government allocates more than \$400 billion to the states and communities based partly on census data. Funding is allocated to communities for neighborhood improvements, public health, education, transportation, child care, senior citizen centers and much more. Source: State of Missouri Complete Count Committee

(Based on a Brookings Institute study, Missouri received \$1,327 per person in federal aid which was allocated based on census counts. This would equate to a loss or gain of \$1.3 million for each 100 persons missed or added in 2010 census over the next decade.)

NOTE: Missouri is on the cusp of losing a Congressional Seat. If Missouri does lose a seat in the U.S. House of Representatives, it is forecasted to be by less than 1 percent of the total population.

What's at stake locally?

- Census data brings money to Kirksville in lots of ways including:
 - It provides median income and total population numbers to recruit new retail establishments.
 - It provides labor supply information to attract and locate new industry, factory sites, and distribution centers.
 - It increase Kirksville's share of the State Highway Fund--All Missouri municipalities over 100 population share in 15% of the state highway fund and it is distributed by population.
This fund includes revenues from
 - the motor fuel tax,
 - license and registration fees,
 - one-half of the state sales tax on automobiles.

(Using 2000 census data Missouri municipalities (with a population over 100) received approximately \$40 per resident. As a result, Kirksville receives approximately \$692,000 a year.)

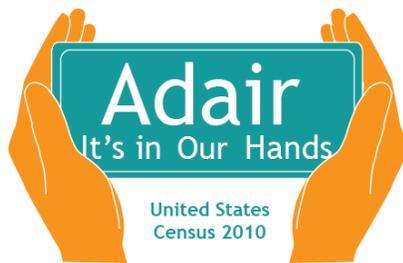
- Assists in the forecasting of future transportation needs and planning for schools, hospitals, nursing homes, clinics, and the location of other health services.

- Census data determines the distribution of more than \$300 billion annually of government funding for critical community services nationwide.

LOCAL EFFORTS

Early on we determined that we needed to establish a plan to focus on the 2010 Census. We were encouraged to establish a Complete Count Committee, which is a team of community leaders given the task of developing and implementing a locally-based outreach and awareness campaign for the 2010 Census. We have had a group of individuals meeting since mid year 2009 to develop a plan to target the population groups deemed difficult to count.

The US Census advises that there are a number of individuals who are considered hard to count and includes individuals who are isolated geographically, linguistically, and/or socially along with individuals who feel threatened by government collecting information about them and/or individuals with nomadic lifestyles, along with those who just think “why bother.” Individuals that the US Census has identified that could be hard to count include college students, the impoverished, recent immigrants, the homeless, racial/ethnic enclaves or persons isolated in rural settings.



Recently, our Complete Count Committee expanded to include County representation. This group will be hosting a meeting this coming Tuesday, February 16 at 11:00 am at the Adair County Annex to gear up for Census Day April 1, 2010.

The meeting next week is intended to spread the responsibility of getting the word out to as many people/organizations as possible. We have established a link on our website to the US Census website, and will be sending information out in the upcoming weeks through the Kirksville Connection.

Your census form will arrive in **March 2010**. Don't miss your opportunity to make a difference. By answering 10 simple questions, you can **help improve** our schools, roads, hospitals, job-training programs, public transportation and much more.

Recommended Action:

We want to discuss the Census with the City Council and seek help and support from members of the community to get the word out.

STORM WATER MANAGEMENT INFORMATION

We want to make sure that our citizens are both informed and educated about the question on the upcoming April ballot.

QUESTION

Shall the City of Kirksville, Missouri, issue its combined waterworks and sewerage system revenue bonds in the amount of \$2,274,000 for the purpose of paying a portion of the cost of improving the combined waterworks and sewerage system of the City, including acquiring rights of way, constructing, extending and improving storm water sewers, the cost of operation and maintenance of said combined waterworks and sewerage system and the principal of and interest on said revenue bonds to be payable solely from the revenues derived by the City from the operation of its combined waterworks and sewerage system, including all future improvements and extensions thereto?

To do this we are proposing to implement following comprehensive effort.

Dedicate space on City's Web Site that would include an overview and Frequently Asked Questions

Mentions during Council Meetings encouraging citizens to exercise their voting rights

Press Releases – announcing informational meetings and encouraging citizens to become informed

Public Notices and Announcements

Cable Channel 3 – notify citizens of ballot issue and informational meetings

Kirksville Connection – March and April

Council Area Scene – February and March 23

City Manager Area Scene – March 4 and April 1

City Manager News Column – February and March 18

Direct Mailings to individuals within drainage areas

Public Meeting hosted by Council to explain bond issue and respond to questions

Presentations to local service clubs

Reverse 911 System – remind citizens to get out and vote

Textcaster message to inform of meetings and election

Attendance at Spring Expo

We will want to know if the City Council wishes to expand the efforts outlined to provide information to the public.

Recommended Action: Discuss the educational approach and give direction on additional ideas.

FINAL SUMMARY TRASH CONTRACT

This past week was spent trying to resolve contract issues between the City and Veolia. City staff spent time, as late as Friday afternoon, working to minimize the financial impact while insuring the quality service of the new contract on the citizens that we represent.

- Citizens will be provided a 65 gallon plastic tote container for both trash and recycling
- Fee for service will be \$10.47 per month and \$8.67 for senior citizens (individuals 65 years of age or older who are the responsible individuals signed up for utility service, who provide proof of age to receive discount)
- Weekly curbside service for Trash and bi-weekly curbside service for recycling
- Additional recycling can be placed next to recycling tote in a clear plastic bag
- One bulk item can be placed curbside each week, along with regular pickup
- City will have a 20 yd roll off container for yard waste free to citizens and accessible Monday through Friday from 7:30 am to 4:00 pm
- Curb side yard waste service will be contracted directly with Veolia by resident
- Rates will be based on consumer price index (we have tried to limit the annual increase)
- City required proof/documentation to justify increase due to fuel increases
- Contract term will be for five years

There were a couple of items that we discussed with local Veolia representatives as late as Friday afternoon, and are still awaiting approval from their corporate office.

Recommended Action: We want to spend a little time before the Council meeting on Monday making sure that the contract meets the expectations of the City Council.

NEWSLETTER – February 5, 2010

Attachments

- Staff Report 2010 Census
- General Information about the Census
- Key Dates for the Census
- What elected officials should know about the Census
- What community based organizations should know about the Census
- Frequently Asked Questions

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: 2010 U.S. Census

STUDY SESSION MEETING DATE: February 15, 2010

CITY DEPARTMENT: Administration

PREPARED BY: Cherie Bryant, Assistant to the City Manager

2010 U.S. Census

Jackie Gonzalez was employed in 2009 to assist with a variety of projects; however, she quickly took the lead on organizing Adair County for the 2010 U.S. Census. The following is a reflection of her efforts.

The Complete Count Committee consists of several individuals that can use their personal and professional networks to get information out about the Census. We have been meeting on a monthly basis since April, 2009.

Census publicity efforts began over the summer and have continued to be a part of community affairs since. We have represented the Census at several community functions and will be continuing to do so until mid April. These events include the 4th of July parade, the New Student Welcome, Dog Days at Truman, the TSU Activities Fair, and the Homecoming Parade.

The primary purpose of Census promotions is to gain awareness amongst the student population of Kirksville, which includes students of MACC, A.T. Still University and Truman State University. Most students are unaware that they count in the community, yet their inclusion in our region's data is absolutely critical to secure the funding needed by the City. We have been utilizing online social networks and promotional flyers to inform students that they count for Adair County.

For future events, we are currently planning a large-scale event to promote filling out the Census forms for early March. This event is going to hopefully include entertainment, prizes and state representative. We are also planning on being involved with the St. Patrick's Day parade and the Spring Expo. Lastly, we will be doing a few promotional events on April 1st which is national Census Day (the day people are encouraged to complete and mail their forms).

As far as a timeline goes, Census questionnaires have already begun to be delivered to community homes. The Census forms will be delivered by mail in March and April. Follow ups by Census officials will begin in May.

About the Census

Why do we take the Census?

The U.S. Constitution requires a national census once every 10 years. The census shows state population counts and determines the number of seats in the U.S. House of Representatives for each state. All residents of the United States are counted including people of all ethnic groups, both citizens and non-citizens.

What's at Stake?

- Census data is used for a variety of purposes including appropriating money to the state and local communities, apportioning seats in the U.S. House of Representatives and helping to guide and inform community decisions.
- Every year the federal government allocates more than \$400 billion to the states and communities based partly on census data. Funding is allocated to communities for neighborhood improvements, public health, education, transportation, child care, senior citizen centers and much more.
- Based on a Brookings Institute study, Missouri received \$1,327 per person in federal aid which was allocated based on census counts. This would equate to a loss of \$1.3 million for each 100 persons missed in 2010 census over the next decade. An undercount of 100,000 people would equal \$130 million.
- Missouri is on the cusp of losing a Congressional Seat. If Missouri does lose a seat in the U.S. House of Representatives, it is forecasted to be by less than 1 percent of the total population. In 2000, Missouri's response rate was 69 percent.

2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

The 2010 Census form is just 10 questions, such as:

- Name
- Sex
- Age
- Date of birth
- Hispanic origin
- Race
- Household relationship
- If you own or rent

The census **DOES NOT** ask about the legal status of respondents or their Social Security numbers.

The mailing package from the Census Bureau consists of:

- [The 10-question form](#)
- A postage-paid envelope, [Front](#) | [Back](#)

In areas served by the United States Postal Service, postal workers will deliver the initial mailing in mid-March 2010. In all other areas, census takers will deliver the form packages between March 1 and April 30, 2010.

Once you get your form in the mail, fill it in and mail it back in the postage-paid envelope provided.

The Census Bureau does not send out any confirmations that your form was received.

Any request for census information from the Census Bureau will be clearly identified as coming from the U.S. Census Bureau and as OFFICIAL BUSINESS of the United States. It is a federal offense for anyone to pretend they represent the Census Bureau. Before your household receives a mailed form, a phone call or a visit from the Census Bureau, you will be given a few days notice with a letter from the Census Bureau Director.

Key Dates - The 2010 Census at a glance.

Fall 2008

Recruitment began for local census jobs for early census operations

Spring 2009

Census employees went door-to-door to update address list nationwide

Fall 2009

Recruitment began for census takers needed for peak workload in 2010

March 2010

Census forms are mailed or delivered to households

April 2010

National Census Day—use this day as a point of reference for sending your completed forms back in the mail

April - July 2010

Census takers visit households that did not return a form by mail

December 2010

By law, the Census Bureau delivers population information to the President for apportionment

March 2011

By law, the Census Bureau completes delivery of redistricting data to states



2010 CENSUS: IT'S IN OUR HANDS

What Elected Officials Need to Know about the 2010 Census

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As an elected official, you work daily to secure the best interests of your constituents and to ignite positive change for your community. By becoming a 2010 Census partner, you can help ensure that everyone in your community is counted so that your community receives its fair share of important services and resources. **Achieving a complete and accurate 2010 Census is in our hands.**

The Census: A Snapshot

- ▲ The U.S. Constitution requires a national census once every 10 years.
- ▲ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▲ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

It's in Our Hands: Your Community's Participation in the Census Matters

- ▲ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▲ Census data guide planning for new hospitals, schools and other services.
- ▲ Census data is used to determine the most need for additional social services, including who receives community development block grants and other grant programs essential to many communities.

Completing the 2010 Census Questionnaire: Simple and Safe

- ▲ The 2010 Census questionnaire asks only a few simple questions of each person—name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.
- ▲ The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.

www.census.gov/2010census

USCENSUSBUREAU

United States
Census
2010



2010 CENSUS: IT'S IN OUR HANDS

What Community-Based and Social Service Organizations Need to Know

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As a community-based or social service organization, you have a unique and trusted connection to the people you serve. As a 2010 Census partner, you can help convey the importance of participating in this historic event and to ensure no one is left uncoun-
Achieving a complete and accurate 2010 Census is in our hands.

The Census: A Snapshot

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- The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

It's in Our Hands: Your Participation in the 2010 Census Matters

- Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- Census data guide local decision-makers in important community planning efforts, including where to build child-care and community centers.
- Community planners and governments rely on census data to determine where there is the most need for additional social services and who gets needed funding, such as community development block grants.
- Census data can help you estimate the number of potential volunteers in your community, the number of residents who may need your services, and can help in writing better proposals for grants.

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U S C E N S U S B U R E A U

United States
**Census
2010**



2010 CENSUS: *Frequently Asked Questions*

Why should members of community-based and social service organizations participate in the 2010 Census?

Census data shape the future of your community and define your voice in Congress.

- ▲ Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and more.
- ▲ Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- ▲ Government officials use census data to allocate funding and grants to high-need areas and non-profit organizations.

How will the 2010 Census differ from previous census efforts?

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

Will the information the Census Bureau collects remain confidential?

Yes. Every Census Bureau worker takes an oath for life to protect the confidentiality of census responses. Violation would result in a jail term of up to five years and/or fine of up to \$250,000. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies.

Why are community-based and social service groups so important to the 2010 Census?

More than 140,000 organizations supported Census 2000, including community-based organizations, state and local governments, faith-based organizations, schools, media, businesses and others. Through partnerships, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone. As a trusted partner, you can convey the importance of the census, particularly to community members isolated by language or geography. For example, you can refer applicants for census jobs, include census information on bulletin boards and in newsletters, and provide space for census activities.

2010 Census Timeline: Key Dates

Fall 2008	Recruitment begins for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address list nationwide.
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February - March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.

For more information about the 2010 Census, please go to www.census.gov/2010census.



2010 CENSUS: *Frequently Asked Questions*

Why should everyone participate in the 2010 Census?

The 2010 Census will shape the future of your community, define your voice in Congress and generate local employment opportunities for your constituents.

- ▲ Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and more.
- ▲ Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- ▲ The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.
- ▲ Local communities use census data to gauge the financial health of the community and the future of vital social service programs. Census data inform a diverse range of local initiatives, such as justifying the need for an after-school program to designating urban revitalization areas.

How will the 2010 Census differ from previous census efforts?

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Why are elected officials important partners in the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including state and local governments, community- and faith-based organizations, schools, media, businesses and others. By joining forces with partners, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone. As an elected official, you can communicate the importance and safety of completing the census questionnaire to constituents, including those isolated by language or geography. You can form a Complete Count Committee, hold town hall meetings, include census information in newsletters and Web sites, and provide space for the Census Bureau to test and train.

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