



Las Vegas

Agenda Item No.: 42.

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF: AUGUST 4, 2010

DEPARTMENT: CITY MANAGER
DIRECTOR: ELIZABETH N. FRETWELL

☐ Consent ☒ Discussion

SUBJECT:
ADMINISTRATIVE:

Report by David Byerman, Chief Government Liaison for the Nevada U.S. Census Bureau, regarding the Census 2010 efforts within the City of Las Vegas, Clark County and the State of Nevada - All Wards

Fiscal Impact

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No Impact

☐ Augmentation Required

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Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

David Byerman, Chief Government Liaison for Nevada, U.S. Census Bureau, will provide a short presentation concerning the efforts from Census 2010 for the City of Las Vegas, Clark County and the State of Nevada. The discussion will include outreach coordination efforts, mail-in participation rates, non-response canvassing and follow-up efforts.

RECOMMENDATION:

Accept report as provided

BACKUP DOCUMENTATION:

Submitted at Meeting PowerPoint Presentation by David Byerman, Chief Government Liaison for Nevada U.S. Census Bureau

Minutes:

DAVID BYERMAN, Chief Government Liaison for the Nevada U.S. Census Bureau, provided a brief PowerPoint presentation regarding the Census 2010 efforts within the City of Las Vegas. He thanked the Mayor and Council for their role for a successful campaign. There is no state in the country that had more to gain in this process than the State of Nevada. Therefore, innovative things were used in terms of getting the message out. Census workers knocked on doors for those who did not respond by mail, and every household was reached. MR. BYERMAN provided a final phase timeline. Two important dates are December 31, 2010, when a national count will be delivered to the President of the United States and Spring of 2011, when an official State count will be delivered to the Nevada Executive Legislative Leadership, information needed to redistrict the legislature and reapportion the U.S. Congress.

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MR. BYERMAN outlined the major accomplishments, types of enumeration, data product release schedule, and demographic information. MR. BYERMAN acknowledged the instrumental support by the City of Las Vegas. Ten years ago TOM PERRIGO, Deputy Director of Administrative Services, conducted the Census. RICHARD WASSMUTH, Planning and Development, was the primary contact for the City of Las Vegas and DAVID RIGGLEMAN, Director of Communications, helped to disseminate the information. With the City's support, the Census Bureau was able to maximize the count for Nevada. The City receives funding for many federal programs based on the population of Las Vegas. The Census Bureau recruited 6,200 and for many people, it helped extend their unemployment benefits and provided a stimulus for the economy.

MR. BYERMAN explained that in 2010 the Census Bureau was sailing in tremendous headwinds. There was a housing and foreclosure crisis that would impact the response rate. There was the aftermath of 9/11, where the Patriot Act made people much less likely to trust the federal government. The population in Nevada is more transient than ever before, created problems to count the population. There were only two states that had the same response rate or better in 2010 as in 2000; Nevada was one of those two states. In this case, given the many obstacles, that was the best case scenario. He is pleased with the progress made. The City of Las Vegas had a 70 percent response rate, as opposed to a statewide response of 69 percent. He pointed out that four Census tracts in the Sun City area had over a 92 percent response rate. Over the last two years, the Census Bureau's mission has been to focus on those parts of town where there were going to be challenges, to work with local community groups and leaders, and realize tremendous success across the City of Las Vegas.

COUNCILMAN WOLFSON thanked MR. BYERMAN for the great work. MR. BYERMAN stated that this was a labor of love for him because he knows what is at stake for the community. He verified for MAYOR GOODMAN that the first results for the State of Nevada will be released on December 31, 2010, and population by Census tract and by block will be released by next spring. MR. BYERMAN presented the City a plaque to commemorate the City's leadership.