

CITY OF CAMBRIDGE

COMMUNITY DEVELOPMENT DEPARTMENT

City Hall Annex - Inman & Broadway - Cambridge, Mass. 02139

498-9034

To: Robert Healy, City Manager

From: Michael Rosenberg, Assistant City Manager for
Community Development Department

Re: Council Order #21, 3/19/90 Re: 1990 Census

Date: April 2, 1990

In response to Councillor Reeves' order regarding the City's plans to reach all Cambridge residents, CDD has coordinated its activities in two areas: local review of census materials, and local awareness and participation in the count.

Local Review involves oversight of Census boundaries and analysis of population and housing counts. When we reviewed preliminary housing unit counts for every Census block, we found significant undercounts, particularly in low income and public housing areas, and reported these to the district Census office. Census staff made field visits to undercounted blocks to correct their records.

This summer (or early fall) we should be receiving the first post census counts of housing. These, again, shall be reviewed against City records for accuracy.

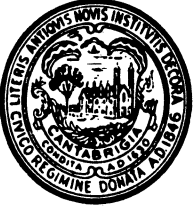
Staff from CDD and the DHSP have also provided Census staff with the location of all lodging houses, homeless shelters and other places sheltering low income and transient people.

Local Awareness involves activities to promote knowledge of the Census and participation by Cambridge's diverse communities. In addition to the census article, the Department has been involved with the following census promoting activities:

- o Participation on the city-wide "Complete Count" committee, with members from CDD, the Department of Human Services Programs and the Cambridge Economic Opportunity Commission (CEOC).
- o Distribution of census posters, leaflets, and brochures to several public and private agencies and businesses;
- o Presentations at community meetings about the upcoming census and;
- o Organized a Census Assistance Center at City Hall

during the week of April 2, 1990 to help Cambridge residents complete their census form. Assistance Centers are also being offered by CEOC, Cambridge Organization of Portuguese Americans (COPA), Concilio Hispano and other community-based organizations.

The goal of our Census action plan is to ensure that all Cambridge residents, particularly low income and minority populations, are accurately counted. CDD is aware of the importance of the 1990 Census for the City of Cambridge and will gladly assist in other census activities.



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139

TEL. 498-9011

FAX. 868-8159

EXECUTIVE DEPARTMENT

ROBERT W. HEALY

City Manager

RICHARD C. ROSSI

Deputy City Manager

April 23, 1990

To The Honorable, The City Council:

In response to Awaiting Report Item No. 21, and Council Order #21, dated March 19, 1990, regarding initiatives taken for Census Day, the following is the information:

The Cambridge Municipal Channel 37 has broadcast an announcement since February 28th, reminding and encouraging residents to participate in the Census.

The Cambridge School Department sent notices home to all parents of elementary and secondary students, to the principals of each public school and to house administrators at CRLS, and placed an announcement on the School Department's Channel 36.

Department of Human Service Program staff have served on a local Census Committee to disseminate information to the public. Arrangements have been made for agencies serving linguistic minorities to serve at Local Assistance Centers, which will help people complete Census forms. Ten of the Community Schools and the MultiService Center also serve as Local Assistance Centers, with help available in English at selected times and days. Brochures on Census participation are on display at each of the Local Assistance Centers and at 51 Inman Street. The Census Bureau also sent announcements in English and other languages for Cambridge Churches to use on Sundays.

The MultiService Center also served for recruitment and testing of homeless persons to serve as enumerators in the Street and Shelter Count. Staff at the Center have also provided Census personnel with information on local shelters.

Each of the child care centers operated by the Department of Human Service Programs has been furnished with a special poster aimed at encouraging parents to respond to the Census, since Census results affect funding of many programs for children. A flyer with a similar message was included with the child care tuition bills sent out in March.

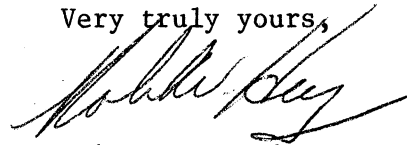
The Honorable, The City Council
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The March issue of the Council on Aging newsletter, Newslines, carried an article on the importance of Census participation, and on the availability of temporary employment with the Census Bureau.

The Community Development Department included an article on the importance of answering the Census in its neighborhood newsletter. The newsletter was sent to Cambridge neighborhood organizations in March.

Additionally, I sent out a notice to all City employees urging them to complete and return the Census forms.

Very truly yours,

A handwritten signature in dark ink, appearing to read 'Robert W. Healy', written over a horizontal line.

Robert W. Healy
City Manager

RWH/mev
enclosure

Agenda # 7-5-420

Awaiting Report Item Number 21 and
Council Order No. 21 regarding
initiatives taken for Census Day.

In City Council,

April 23, 1990

Placed on file