



NOTICE OF MEETING OF THE CITY COUNCIL OF THE CITY OF SIOUX CITY, IOWA

City Council agendas are also available on the Internet at www.sioux-city.org.

You are hereby notified a Study Session of the City Council of the City of Sioux City, Iowa, will be held on March 15, 2010, 2:35 p.m., local time, in the Council Chambers, 5th Floor, City Hall, 405 6th Street, for the purpose of discussing items of general interest and concern to the City Council of the City of Sioux City and citizens thereof and matters to be brought to the attention of the City Council by the City Manager and staff, and for such other business that may come before the Council. Times listed are approximate and matters may be discussed before or after the times shown.

AGENDA

- 2:35 p.m. Call of the roll.
- 2:35 p.m. Closed session of the City Council to discuss strategy with Counsel about matters where litigation is imminent because public disclosure would be likely to prejudice or disadvantage the position of the City in that litigation.
- 3:15 p.m. Closed session of the City Council to discuss the purchase of particular real estate because premature disclosure could be reasonably expected to increase the price the City would have to pay for that property.
- 3:35 p.m. [Informational presentation on the 2010 Census.](#)
- 3:55 p.m. Adjournment.

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	Regular Session
X	Study Session
	Closed Session

**CITY OF SIOUX CITY
REQUEST FOR CITY COUNCIL ACTION**

MEETING DATE: March 15, 2010 **ACTION ITEM #** SS1

FROM: Chris Madsen, Planner

SUBJECT: Informational presentation on the 2010 Census.

Reviewed By: **x** Department Director Finance Department **x** City Attorney **x** City Manager

RECOMMENDATION:

Staff respectfully requests that the City Council hold a Study Session discussion regarding the 2010 Census.

DISCUSSION:

The City of Sioux City has partnered with the United States Census Bureau to assist with a complete count for the 2010 Census. As a part of this partnership, the City will be having weekly presentations at the City Manager’s press conference approaching April 1st, Census Day.

To date, the City of Sioux City has;

- Participated in the LUCA (Local Update of Census Addresses), adding over 200 residential addresses.
- Participated in the BAS (Boundary and Annexation Survey), updating annexations that have occurred in the past 10 years.
- Formed a Complete Count Committee with representatives from the Siouxland District Health Department, Community Action Agency, Sioux City Community Schools, Morningside University, Western Iowa Tech, Briar Cliff, and Mary Treglia.
- Handed out Census fliers and promotional items at the Siouxland Home Show.
- Created a link on the City’s website detailing Census information and job contacts.

As a leader of the Complete Count Committee, the City is currently working with the Census Bureau to have displays at the parent – teacher conferences in the Sioux City School district, as well as a booth in Irving School. According to the 2000 Census, the area immediately surrounding Irving School had a 57% response rate. This area is vitally important, as for every 100 people not counted, Sioux City will lose \$1.2 million over the next 10 years.

A forum is being planned where people interested in the Census can call in with any questions and have Census representatives on hand to answer.

Joseph De La Rosa, Partnership Specialist with the Census Bureau, will be present at the study session to explain the Census process at the March 15th meeting.

FINANCIAL IMPACT:

The 2010 Census will help decide where to allocate \$400 billion of federal funds. For every 100 people not counted, Sioux City will lose \$1.2 million over the next 10 years.

RELATIONSHIP TO STRATEGIC PLAN:

The subject request is an example of the Quality of Life Cluster of the Strategic Plan.

ALTERNATIVES:

None

ATTACHMENTS:

Attachment A: 2000 Census Final Response Rate Map

ATTACHMENT A

