



City of Blaine Anoka County, Minnesota

Blaine City Hall
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Legislation Text

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WORKSHOP ITEM *Ben Hayle, Communications Manager*

2020 CENSUS PLANNING UPDATE

As planning for the 2020 census enters into the final stages there are several projects underway to ensure a complete count in Blaine. Blaine's complete count committee, made up of city staff, has met several times over the last year to plan outreach efforts for the 2020 census. Staff have attended trainings put on by the Census Bureau and the city was successful in obtaining a small grant to help with census outreach. On February 6 the city will be holding two informational open houses for the community to come and learn more about the 2020 census. In addition to the general public, 130 key community stakeholders have received a personal invitation to attend one of the open houses.

Census Outreach Efforts

- Reoccurring census spotlight article in the city newsletter.
- Tuesday census facts on social media.
- February census open houses.
- Targeted outreach to hard to count areas.

Census data is very important for a growing community like Blaine and will help shape the next decade for the community.

Staff is seeking feedback from the council regarding census outreach efforts, including any additional efforts the council would like staff to pursue.