Census – Special

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Special Censuses:

Ruminating About Enumerating?

By Rebecca G. Crowder
MTAS Municipal Management Consultant
with Mary Beatty
MTAS Senior Editorial Assistant

February 1994

The University of Tennessee
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In cooperation with
The Tennessee Municipal League

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Census - Special
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Special Censuses:

Ruminating About Enumerating?

Scratching your heads about whether to take a new head count in your community? It's not as daunting as it looks for those who can make sense out of conducting a special census.

Since the last federal census of 1990, the populations of many Tennessee cities have swelled through relocation or annexation. These fresh faces can pump new dollars into the city coffers through state-shared revenue.

State-shared revenue is exactly what the name says — money collected by the state through sales taxes and then shared with Tennessee cities. Since it's distributed on a per capita basis, the amount a municipality gets is based *entirely* on that city's population. Quite literally, there's a price on each head that isn't counted in your community. That price in 1993 was about $77 for each citizen living in your city limits. Take a look at the table below.

Estimating Revenue From a Special Census
1993

General Fund	Per Capita Amount
State Sales Tax	$43.54
State Beer Tax	.46
Special Petroleum Products Tax (gasoline inspection fee)	2.61
Gross Receipts (TVA in-lieu taxes)	5.00
Total General Fund Revenue	$51.61
State Street Aid Fund	**Per Capita Amount**
Gasoline & Motor Fuel Taxes (included is $5.50 "maintenance of effort" requirement)	$22.50
Total State Street Aid Fund Revenue	$22.50
Total Per Capita Revenue	**$77.11**

Considering the information from page 2, a city that's grown by 500 new people since 1990 is entitled to an extra $38,555 each year. Other than state street aid funds specifically earmarked for street purposes, municipalities have very few limitations on how they use this money. It's waiting to be spent on things like law enforcement, schools, new ballparks, libraries, and other city services. If it wasn't for state-shared revenue, these improvements would probably be funded by your local property tax.

A word to the wise — conducting a special census isn't an easy task. You have to devise a mailing list, prepare and send the census forms, keep up with who has returned them and who hasn't, draft maps of the census area, harness the force of census-takers, follow a slew of government requirements ... you get the picture. Undertaking a special census demands painstaking organizational and planning skills, but for those who persevere, there *may* be a pot brimming with tax revenue at the end of the line.

To get this extra cash, either the municipality or the U.S. Bureau of the Census can conduct a limited number of special censuses in an entire city, a newly incorporated municipality, or an annexed area.

City-Conducted Census:

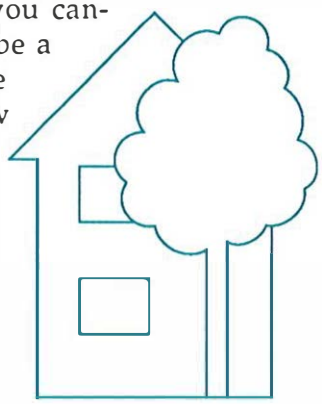
Get the LPAO's Blessings Before Counting Yours

If a city does its own head count, all censuses have to follow guidelines set up by the Local Planning Assistance Office (LPAO) of the Tennessee Department of Economic and Community Development. (A list of the LPAO regional offices is on page 17.)

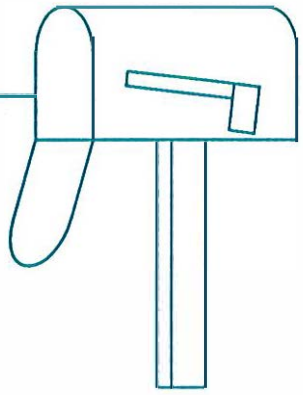
LPAO Guidelines:

1. Call the LPAO before doing anything. It won't perform the census, but it needs to be told of your intentions. The staff will offer advice.
2. All cities undertaking their own survey have to report the results to the LPAO, which then checks the census for accuracy.
3. The LPAO allows an absolute error of plus or minus 5 percent — it can throw out your totals if it finds the error margin jumping above the 5 percent mark.
4. The LPAO needs a list of names of all people counted and their addresses. (Even though this is cut and dried for most of us, sometimes an address is hard to come by. Try to supply the LPAO with the best possible street address of normal legal residence for each person.)
5. All the residents of a house can be listed under one address, but you have to give the name of each person living there.
6. You don't have to find out demographic data for the LPAO, but the municipality might need this information for future reference. That part is up to you. If you find out your city has grown by leaps and bounds, give some thought to setting up a data base to easily track names, addresses, population totals, etc.
7. For certification, the LPAO requires a check or voucher for 10 cents per person counted.
8. The new total is certified by the LPAO, reported to the Tennessee Commissioner of Finance and Administration, and goes into effect on July 1 of each year. Turn your results in to the LPAO before May 15 to meet the deadline.

When the LPAO receives your tally, it's going to check the numbers with spot surveys of the census area. LPAO staff might even ask you to help find the blocks and houses you canvassed. This won't be a problem if you have your ducks in a row and know where you've polled.



Mailing, Mailing, Go for the Counting Gain!



The best way to decrease the census cost is with a mail campaign — enclose the census form with a letter explaining why you're doing the special count and the importance of the money it can generate. To make it quick and convenient for its citizens, Brentwood sent a preaddressed, stamped postcard to its residents. (See the sample of Brentwood mail-out on pages 18 and 19.) Greeneville's mailed census form, printed on standard-size sheets and easily duplicated, can be found on page 20.

Greeneville compiled its mailing list by digitizing a city map onto the computer of the Greeneville Light and Power Company to get an estimated number of households within the census boundaries. Greeneville then determined the placement of all light and power poles within the census area, the most accurate method of finding out who's hooked up. A mailing list was generated based on meter connections to the poles.

Give the people a couple of weeks to return the questionnaires, then send a gentle reminder. (See samples from Fayetteville and Greeneville on pages 21 and 22.) Even offer to take the information over the phone for those who can't seem to find the mailbox.

Although most city officials recognize the value of an accurate head count, Mr. and Ms. Average Citizen may need to be spurred to action. Greeneville got the most bang for its buck by offering citizens an incentive: a $1 deduction from their electric bills just for returning the forms. (See sample letter on page 23.) Most people these days can use every spare cent, and discounting utility payments is both simple and effective.

Some people will ignore the mailed requests. Then it's time to call in the troops and do a door-to-door canvass of those who haven't responded. The counting corps can range from paid city employees to volunteer senior citizens. If it's possible, assign the census-takers to their own neighborhoods. That way they'll be familiar with the area and some of their neighbors, too. It's also helpful to send a letter to each household naming the head-counter in advance, and to arm the census-taker with an identification card. (See samples of Fayetteville's door-to-door census forms on pages 24 and 25, a census-taker identification letter on page 26, and identification cards on page 27.)

A Federal Reckoning:

U.S. Bureau of the Census-Conducted Head Count

If you've decided that taking your own census would make you lose your senses, the federal government can do it for you. A detailed description of the U.S. Bureau of the Census requirements is on pages 28 and 29. If you go with the bureau, it still has to meet certain LPAO requirements.

LPAO Requirements:

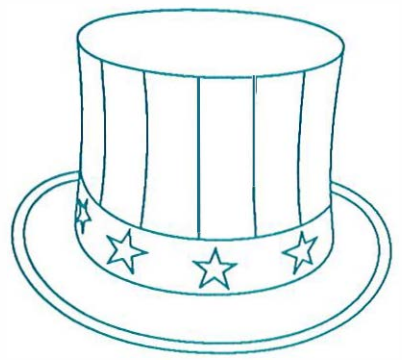
For all censuses, before July 1 the bureau has to give the LPAO:

1. an official notice of the census.
2. a map of the area covered.
3. the census count.

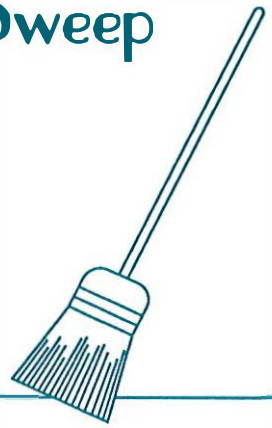
The above information then goes to the state LPAO director for the same certification process undergone by city-conducted censuses. However, the bureau's count isn't checked by the LPAO.

The U.S. Bureau of the Census' campaign generally takes longer and costs more than a canvass done by the city, but the information is probably going to be much more detailed.

The cost of a special census carried out by the bureau ranges from $2 to $13 for each person counted. The price is figured on a case-by-case basis and hinges on such variables as population, number of houses, demographics, location, and the weather.



Citywide Sweep



If your city's population has gone forth and multiplied, you can take up to two special censuses of your entire municipality between each federal census count. The two-per-decade rule is imposed to give the state time to recalculate and increase your share of revenue from the state gasoline, beer, and sales taxes and the state street aid funds.

State law doesn't guarantee that a special citywide census will increase the money received by municipalities from the Tennessee Valley Authority gross receipts tax (or in-lieu taxes). The state comptroller's office figures out these payments to cities.

In the case of a citywide census, timing is especially critical — you don't want to do it this year if there will be another 100 people moving in next year who won't be included in the count. For example, if your city expects to lure a major corporation or industry, wait until the employees have relocated to your area before taking a new tally.

You'll need to assess how many new people have moved in since 1990 and how many you expect to move in during the remainder of the decade. If your crystal ball is clear, you'll conduct the special census during a predicted population peak. Ask your city's planning staff about their projections for new residents moving in. You can get an idea of your current population by checking such indicators as the number of sewer and water connections, building permits, and newspaper circulation.

Doing the Census Yourself

For a citywide census conducted by a municipality, the LPAO needs:

1. a list of residents and their addresses.
2. for certification, a check or voucher for 10 cents per head counted.
3. a notarized statement by the mayor containing a brief description of how the census was taken and the total number of residents counted.

If you're totally off the mark and your census tells you that your population shrank instead of grew, don't despair. You're not required to report your findings if they're unfavorable, but you do need to consider the money spent on conducting a special census that tells you something you can't use. Strategic timing and an accurate population estimate can spare you an expensive mistake.

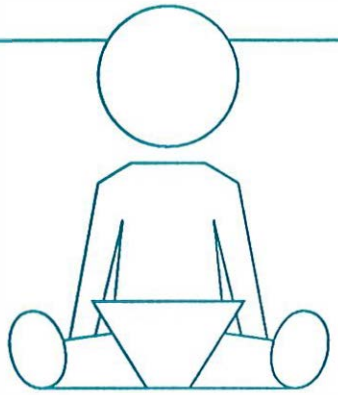
Newly Incorporated Municipalities

Newborn cities don't have to wait until the next federal census to stand up and be counted. You can use the 1990 federal count of the area that has incorporated since the last census, or you can recount all the residents with a citywide census if you think there's been a population rise.

Remember — you're only allowed two citywide counts between federal censuses. If you take a tally of the municipality to establish your initial population base, you only get one additional citywide count before the next federal census.

However, in certain circumstances the LPAO will accept the pre-incorporation count that was required for your city to become incorporated. Because this number has already been certified by the LPAO, you're not required to establish another count. Best of all, the pre-incorporation total isn't considered a citywide census, so you've still got two stockpiled if you go this route.

New municipalities are often bursting with people, and certification may take longer than expected. Don't delay and miss the deadline — you want to begin your first year as a city with the maximum amount of state-shared revenue.



Using the 1990 Figures

Sometimes there's no need to reinvent the wheel. If you go with the 1990 numbers to get your first population figure, you have to submit the following information to the LPAO:

1. a notarized statement with the identification numbers of the blocks surveyed (also called tracts), the census publication used, the table, and page numbers.
2. a notarized statement by the mayor with the date of incorporation and type of city charter.
3. a map of the incorporated area clearly showing the districts that were counted in the census.

If the newly incorporated area is within a Standard Metropolitan Statistical Area, request the federal figures from the U.S. Bureau of the Census Publication, *PHC Series, Census Tracts, Standard Metropolitan Statistical Area, Census of Population and Housing: 1990*.

The federal figures may be used for the census count provided that the area incorporated matches the areas polled in the 1990 survey. To obtain counts for newly incorporated and annexed areas, request a Master Area Reference File (MARF) from one of the following locations:

Center for Business and Economic Research
1000 Volunteer Blvd.
Glocker Business Building, Suite 100
Knoxville, Tenn. 37996
(615) 974-5441

Bureau of Business and Economic Research
Fogelman Executive Center, Room 220
Memphis State University
330 Deloach
Memphis, Tenn. 38152
(901) 678-2281

Library
Tennessee State Planning Office
John Sevier Building, Room 310
500 Charlotte Ave.
Nashville, Tenn. 37243-0001
(615) 741-2363

Doing the Census Yourself

If your new city has drawn people like a duck on a junebug since the 1990 figures were released, the municipality might conduct a new census itself.

The LPAO needs the following:

1. a list of residents with street addresses.
2. for certification, a check or voucher for 10 cents per head counted.
3. a map (preferably a current county property tax map) showing the boundaries of the incorporated area.
4. a notarized statement by the mayor giving the date of the incorporation and type of city charter.

Annexation

A census of an annexed area is usually done soon after joining a city. However, if you've annexed a large area that's presently undeveloped, you might delay the census until that area is more densely populated.

You can only take one special census of each annexed area, but the population of that same area can be included in any later counts of the entire city.

Doing the Census Yourself

For censuses taken by a municipality of an annexed area, the LPAO needs:

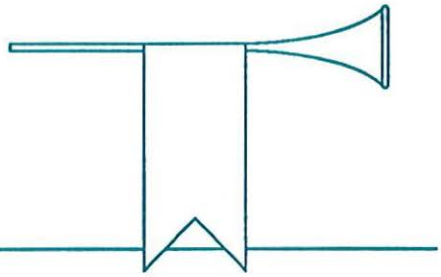
1. a list of residents with street addresses.
2. for certification, a check or voucher for 10 cents per head counted.
3. a map showing the boundaries both before and after annexation, including the 1990 census boundaries.
4. a notarized statement by the mayor containing:
   - a brief description of how the census was taken.
   - the total number of people counted in the annexed area.
   - an affidavit by the mayor confirming passage of a 30-day waiting period and absence of litigation.
   - if there is litigation, an affidavit from the court saying how the case or cases were resolved.

Using the 1990 Figures

The LPAO requires:

1. a notarized statement of the data, including the identifying numbers of the areas canvassed. If you've divided the city into survey blocks called census tracts, you have to submit the census publication used, the table, and page numbers. If you split a census tract or block, you must count (not estimate) the portion annexed.
2. a copy of the signed ordinance of annexation with the date it was passed.
3. an affidavit by the mayor confirming passage of a 30-day waiting period and absence of litigation.
4. if there is litigation, an affidavit from the court saying how the case or cases were resolved.
5. a detailed map of the annexed area showing the census blocks. On either this map or a second map, show how the annexed area relates to both the boundaries that existed before annexation and the 1990 census boundary lines.

The Special Census is Here!
The Special Census is Here!



Many of the special census forms you've mailed should be returned to you and stamped with success if you've practiced a simple concept: communication. You'll get more of these signed, sealed, and delivered by informing the public about the special census before the first form ever lands in the mailbox. A methodical public relations blitz can entice the public to reply through the mail, slicing the amount of door-to-door canvassing of non-respondents.

There are three key groups you'll need to call on to help you spread the word about the special census: city employees, the media, and civic and business organizations.

City Employees

To communicate with people about the city, communicate with people who work for the city. Don't alienate municipal employees from this piece of city business — they should be among the first to be informed about the special census. If they feel like they're part of the team, their enthusiasm will probably flow outside city hall walls and spill into their own neighborhoods. Through education, city employees can relay accurate information to their friends and encourage them to return the completed census forms.

Call a special meeting for city employees to talk about the census and distribute a bulletin they can keep for future reference. (See sample on page 30.) Include all employees in this session, regardless of their position or whether they're in a satellite location. Don't leave anyone out.

Spend extra time educating those who answer the phones. If a citizen is motivated enough to call with a question, you need to answer it quickly and correctly without bouncing the call all over city hall.

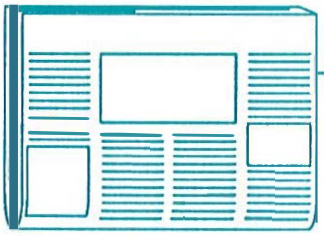
Don't forget to gain the backing of your city's governing body — this will help get the word out, too. (See model resolution on page 31.)

The Media

The media is a powerful player in communicating the importance of cooperating with the special census. A story in the local newspaper or in the broadcast media can boost the credibility of the subject matter and incite a desired behavior — in this case, convincing people to drop those census forms in the nearest mailbox. Your job is to make the reporter's job easier.

Newspapers

These people are busy, busy, busy, especially at small weeklies where some



editors even deliver the newspaper as part of their duties. You'll greatly increase the chances of an article appearing if you do most of the work. We've included a sample press release on page 32 that can be modified specifically to your city. Include with your press release a fact sheet on the numbers you hope to unearth, how much money you'll dig up, and what you'll do with the bag of loot.

Radio and Television

Send the press release to your local stations and call the news directors to remind them about it. Ask whether the mayor or another high-ranking official can appear on taped news segments or any interview shows the station may broadcast.

If your local television station has a graphics channel that continuously runs ads across the bottom of the screen, talk to the station manager about buying a spot. Also check into the community access channel. After all, it's there for you.

Public Service Announcements

Most media run public service announcements as space or time permits. (See samples on pages 33, 34, and 35.) These short blurbs are differentiated from ads by one very important factor: they're free. Even though they generally serve the greater good of the community, they're subject to space constraints and the abbreviated cliché "all the news that fits." Don't depend solely on them to communicate your message — they may never see the light of print or the bend of radio waves.

Advertisements

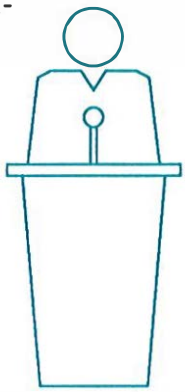
Unlike public service announcements, if you pay for ads, they will run. (See sample on page 36.) You might work out a package deal with the local advertising reps that includes a few paid spots with a couple of public service announcements thrown in for good measure.

Civic and Business Organizations

Many neighborhood associations and churches have newsletters that might run a piece on the special census. Some also accept advertising. Plugging into these groups is a good way to instill a sense of cooperation and community pride.

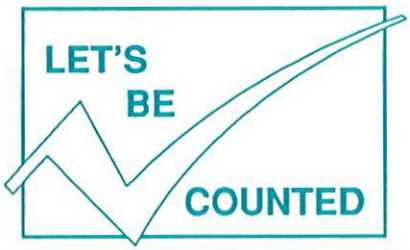
Civic groups, such as the Lions or Rotary, often feature speakers at their monthly meetings. Arrange an engagement for the mayor to talk to the group about the special census and what you hope to accomplish.

The chamber of commerce can also trumpet your cause. Make sure a government head attends the monthly business mixers to tell the local powers-that-be about the census. The chamber or other similar groups may also be interested in "piggyback" advertising — splitting the cost of an ad and including their name as a sponsor.



The Little Town That Thought It Could:

The Story of Fayetteville



When the people of Fayetteville did a special census in 1991, they didn't beat around the bush. But they did beat the bushes to make sure their count more accurately reflected the municipality's population than did the 1990 U.S. Census Bureau figures.

They discovered 417 more people than the federal total — a 6 percent population hike. This injected more than $30,000 a year into the city's veins and will yield an extra $300,000 over the next decade. That additional revenue more than recouped the $11,000 spent to conduct the census.

Here's how they did it:

- They acted quickly. The first Tennessee city to challenge the federal results, Fayetteville was ready to roll with its special census within a year of the 1990 count.
- The city hired senior citizens to supervise and conduct the project.
- Each head-counter was driven around the boundaries of his or her assigned area. (That's where city officials believed the census bureau made one of its mistakes — homes left unpolled because of confusion over boundary lines.)
- The city worked closely with the LPAO to make sure all its procedures were correct.
- Fayetteville launched a citizen communication campaign to heighten resident awareness and rally support for the special census. The campaign included the slogan *Let's Be Counted*, along with a logo, newspaper and radio advertising, and local news media coverage.
- To help residents recognize the census-takers, the senior citizens carried identification cards (see sample on page 27) and wore T-shirts printed with the census logo and slogan.
- Fayetteville custom-designed its own census forms and gathered information about its citizenry that was more detailed than the census bureau results.

The special census revealed an important demographic insight — that Fayetteville's population is older than previously suspected. This sparked the governing body to address topics that are relevant to an older citizen base, such as affordable housing, emergency care, social and recreational activities, and attracting industry to lure young people to the community.

A final result of the project was a comprehensive planning map that's color-coded according to land use — any zoning board member's dream.

Tips You Can Count On

In summary, we've covered the following bases for running a successful special census:

1. Don't take another step before calling the LPAO. Do this first.
2. Ask yourself whether the promise of more money justifies the expense of a special census.
3. Decide whether you can use the 1990 federal figures — this will save time, money, sweat, and toil.
4. Bear in mind that a count taken by the U.S. Census Bureau may cost more and take longer.
5. Get the backing of your local governing board. You may want to pass a resolution about the special census.
6. Take the census when the population is at an anticipated high — work with the local planning board to get an accurate reflection of population trends in your municipality.
7. The populations of prisons, on-campus student housing, mental health centers, homes for the mentally retarded, military bases, and similar institutions can be included in a special census (see a questionnaire for special places on page 25). The LPAO will accept a head count from a credible, quotable source such as a prison superintendent or college dean of admissions. For further details, call the LPAO office in Nashville, (615) 741-2211.
8. Kick the census off with a public relations blitz. Call on the media, city employees, and civic and business organizations to help spread the word.
9. Carry out a mail campaign to reduce the amount of door-to-door canvassing.
10. Draw on your city's labor pool if doing your own census. Get in touch with senior citizen groups, the hospital auxiliary, and other organizations with a ready reserve of willing workers.
11. Consider setting up a data base to track names, addresses, and the number of residents in your municipality.
12. Turn the results in to the LPAO no later than May 15 before the July 1 deadline to receive your additional state revenue.

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List of LPAO Offices

For additional information, contact one of the Local Planning Assistance Offices, the U.S. Bureau of the Census, or your MTAS consultant in: Knoxville, (615) 974-0411; Nashville, (615) 532-MTAS (6827); Jackson, (901) 423-3710; Martin, (901) 587-7055; or Johnson City (615) 854-9882.

LPAO
Donald G. Waller, Director
320 Sixth Ave. N.
6th Floor, Rachel Jackson Building
Nashville, Tenn. 37243-0405
(615) 741-2211
Fax: (615) 741-5070

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Fax: (615) 594-6653

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(615) 528-1577
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BRIAN J. SWEENEY
MAYOR
ANNE DUNN
VICE-MAYOR
MICHAEL W. WALKER
CITY MANAGER

City of Brentwood

COMMISSIONERS
BRIAN J. SWEENEY
ANNE DUNN
ROBERT L. HIGGS, PE
JOE REAGAN
REGINA R. SMITHSON

January 11, 1994

RE: Brentwood Special Census '94

Dear Brentwood Resident:

The City of Brentwood is conducting a citywide special census.

The primary reason for this census is to increase the amount of state-shared revenue that the City receives from the State of Tennessee. In 1993, Tennessee's cities received over $77 per person in state-shared aid. Given Brentwood's continued growth since the last census in 1990, this special census should result in a significant increase in state-shared revenue for the City.

In 1990, Brentwood had a population of 16,392. Through an analysis of residential building permits issued since then, we estimate Brentwood's population to be in excess of 18,500. If this population estimate is correct, Brentwood will receive **an additional $160,000 per year** from state government to support the cost of providing municipal services. However, to receive this additional revenue we need your help. We must supply to the State of Tennessee a list of every residential address in the city with the first and last names of all individuals living there.

To help, simply fill out the enclosed postage-paid survey card and drop it in the mail by **January 28, 1994**. If you have lost your survey card or know of neighbors who have not received one, extra cards are available at the municipal building or by calling 371-0060. The city will be required to field check all addresses that do not return the survey card. Therefore, returning your survey card helps to reduce the cost of this special census and eliminates the need for you to have future contact with representatives of the city.

If you have any questions about the special census, please call 371-0060. Thanks for your cooperation and support.

Sincerely,

Brian J. Sweeney
Mayor

5211 MARYLAND WAY • BRENTWOOD, TENNESSEE 37027 • PHONE (615) 371-0060
MAILING ADDRESS: P.O. BOX 788 • BRENTWOOD, TN 37024-0788 • FAX (615) 370-4787

recycled paper

City of Brentwood
Special Census Information Card

№ 05859

Address: _____
House Number Street Name

Please list below the last and first names of all indivduals residing at this address:

1: _____
Last Name First Name

2: _____

3: _____

4: _____

5: _____

6: _____

7: _____

If you have any questions, please call (615) 371-0060. Thanks for your help!

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 123 BRENTWOOD, TN

POSTAGE WILL BE PAID BY ADDRESSEE

Special Census 94
City of Brentwood
Post Office Box 788
Brentwood, TN 37024-9976

Greeneville counts on you!

Total Count: _____

1993 Greeneville Special Census

ADDRESS:

HOUSE NO. RT. / BOX APT. NUMBER

STREET

CITY STATE ZIP CODE

911 ADDRESS (IF DIFFERENT):

HOUSE NO. RT. / BOX APT. NUMBER

STREET

CITY STATE ZIP CODE

List below full names and birth date of all occupants:
(please print)

	First	Middle	Last	Date of Birth
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

Enumerator _____

Date: _____

NOTE: Please see important message from the Mayor on other side.

Greeneville counts on

1993 Greeneville Special Census

Remember that form you got in the mail — the one asking you to list the members of your household? Have you mailed it back yet?

Your town needs an accurate count of its citizens to ensure we get our fair share of state-shared taxes. So, please return your form **today** in the postage-paid envelope!

Can't remember where you put it? Just call town hall at **639-7105**. We'll take the information over the phone. Remember, Greeneville counts on YOU!

CITY OF FAYETTEVILLE

SPECIAL CENSUS

PLEASE HELP US (LET'S) BE COUNTED

THE FEDERAL CENSUS BUREAU COUNT SHOWED THE CITY WITH A POPULATION OF 6914. AS A RESULT, THE CITY IS RECOUNTING THE RESIDENTS BECAUSE WE WILL LOOSE $85,000 PER YEAR IN STATE REVENUE UNLESS WE CAN CORRECT THE CENSUS COUNT.

WE HAVE TRIED SEVERAL TIMES TO REACH YOU.

ATTACHED IS THE FORM AND INFORMATION WE NEED. NO OTHER QUESTIONS WILL BE ASKED.

PLEASE CALL THE CITY MUNICIPAL BUILDING 433-6154 BETWEEN THE HOURS OF 8:00 A.M. - 4:30 P.M. OR CALL 433-5304 FROM 5:00 P.M. - 10:00 P.M.

Town Hall

MAYOR
G. Thomas Love
ALDERMAN
Betsey J. Bowman
W. T. Daniels
James E. Emory
Sarah E. T. Webster
RECORDER
James L. Warner

TOWN OF GREENEVILLE

Greeneville, Tennessee 37743-5096 -- (615) 639-7105

Dear Neighbor:

The Town of Greeneville needs your help. We are taking a special census so that we can get our fair share of the tax dollars we have already paid to the State of Tennessee.

By completing and returning this form to the Town, you are helping us plan our financial future to better serve all Greenevillians.

Because this is so important and to thank you for your help, the Town will **DEDUCT $1.00** from your electric bill if you return your completed form by **NOVEMBER 8, 1993.** This deduction will appear on your bill as soon as possible after November 15, 1993. This is a one-time credit and will be identified on your bill as **"1993 SPECIAL CENSUS CREDIT".**

Only by having an accurate count of every citizen can we get our fair share of state tax dollars. And only you can help us do that. Please stand up and be counted. Return this form by November 8, 1993.

Sincerely,

G. Thomas Love

G. Thomas Love, Mayor

Home of
ANDREW JOHNSON

Total Count:

City of Fayetteville
Special Census Questionnaire

Census Block # _____

Address: _____

Check whether this address is: a single-family residence _____ a mobile home _____
a boarding house _____ an apartment _____

Check here if this residence is vacant: _____

List below full names and ages of all occupants:

First	Middle	Last	Age
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

(continue on back of form, if necessary)

Did you or any members of your family occupy this residence on April 1, 1990? _____ _____
yes no

Do you recall last year receiving and returning a federal census form by mail or an interview by a federal census enumerator? _____ _____ _____
form interview don't recall

Information provided by:_____ Date: _____
Signature of special census enumerator

Total Count:

City of Fayetteville Special Census Questionnaire for a Special Place

Census Block # _____

Name of Special Place:_____

Address: _____

List below full names and ages of all occupants at this address:

First	Middle	Last	Age
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			

(continue on back of form or new form, if necessary)

Information provided by:_____

Date:_____ Signature of special census enumerator

City of Brentwood
5211 MARYLAND WAY • BRENTWOOD, TENNESSEE 37027 • PHONE (615) 371-0060
MAILING ADDRESS: P.O. BOX 788 • BRENTWOOD, TN 37024-0788

March 21, 1989

Dear Brentwood Resident:

This is to identify Ruth Lebovitz as being an official census enumerator for the City of Brentwood 1989 Census.

If you have any questions or comments regarding this enumerator or his or her conduct, please contact Mr. Bucky Crowell at the Brentwood Municipal Center, 371-0060.

If you do not wish to give out the census information to this enumerator, please call or mail in the information we have requested.

The State of Tennessee will not certify our totals if we do not have the names along with the addresses.

Thank you for your cooperation.

Sincerely,

Frank Clifton
City Manager

FAYETTEVILLE IDENTIFICATION

Special Census 1991

Name:_____

Enumerator's Signature

Mayor's Signature

OFFICIAL ENUMERATOR

FAYETTEVILLE IDENTIFICATION

Special Census 1991

Name:_____

Enumerator's Signature

Mayor's Signature

OFFICIAL ENUMERATOR

FAYETTEVILLE IDENTIFICATION

Special Census 1991

Name:_____

Enumerator's Signature

Mayor's Signature

OFFICIAL ENUMERATOR

FAYETTEVILLE IDENTIFICATION

Special Census 1991

Name:_____

Enumerator's Signature

Mayor's Signature

OFFICIAL ENUMERATOR

FAYETTEVILLE IDENTIFICATION

Special Census 1991

Name:_____

Enumerator's Signature

Mayor's Signature

OFFICIAL ENUMERATOR

FAYETTEVILLE IDENTIFICATION

Special Census 1991

Name:_____

Enumerator's Signature

Mayor's Signature

OFFICIAL ENUMERATOR

FAYETTEVILLE IDENTIFICATION

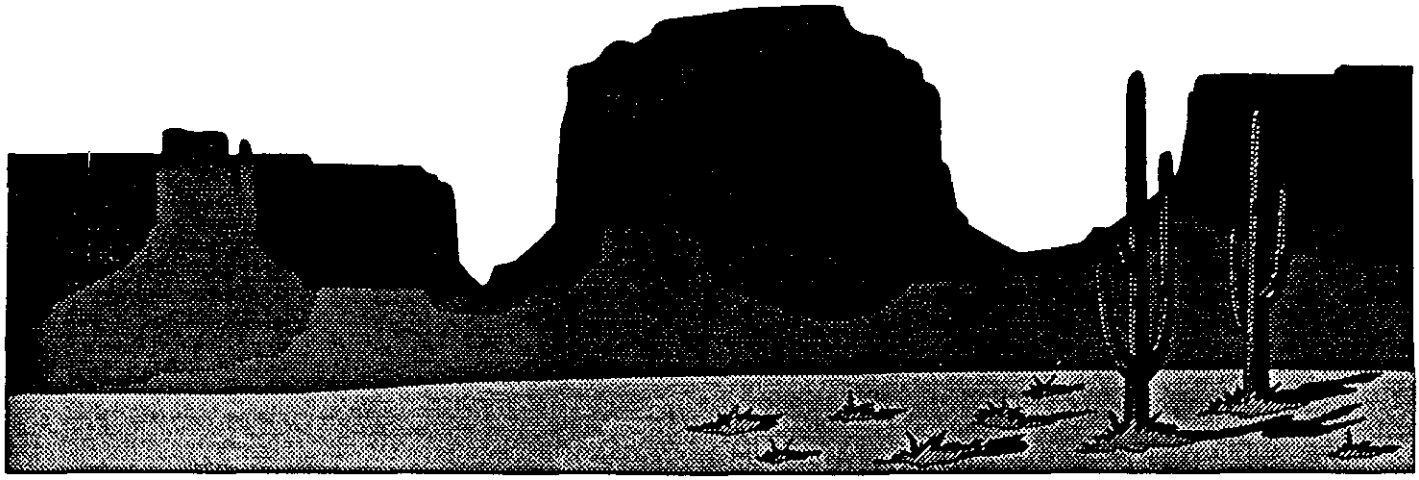
Special Census 1991

Name:_____

Enumerator's Signature

Mayor's Signature

OFFICIAL ENUMERATOR



FEDERAL SPECIAL CENSUSES

GENERAL INFORMATION

The Bureau of the Census offers a special census program for cities, towns, villages, counties, townships, school districts and other governmental units that need up-to-date population and housing information. A special census provides certified data that is an update of the nationwide census taken every 10 years. Many states recognize this more current data for use in the distribution of funds. You should check with the appropriate Federal or state authority to determine if a special census will satisfy their requirements.

Only an appropriate state or local government may authorize the Census Bureau to conduct a special census. For example, a countywide census must have the approval of the governing board of the county. A state or county can however, contract to have a census taken for less than the entire jurisdiction.

The Census Bureau conducts these special censuses at the request of a state or local government under reimbursable agreements. When an area wants a special census, an official request for a cost estimate should be sent to the Census Bureau. See "THE COST" section below. The cost estimate is valid for 90 days. After that date, it is subject to revision by the Census Bureau for any changes in wage rates or other costs. After an agreement is completed and the funds received, the Census Bureau will send area maps to the state or local government for updating.

Generally 3 to 4 months after the updated maps are returned, the Census Bureau will schedule the special census. The certified counts are available approximately 4 months after completion of the enumeration.

THE AGREEMENT

1. The state or local government agrees to pay all necessary expenses. Costs sometimes exceed estimates, particularly if the number of persons enumerated exceeds the population count on which the Census Bureau based the cost estimate.

2. The state or local government agrees to provide suitable office space equipped with furniture, telephones, typewriters, and other equipment necessary for the successful completion of the census.

3. The state or local government agrees to recruit qualified persons as enumerators in the special census.

4. The census supervisor will interview, test, select and supervise the enumerators.

5. The questionnaires and registers for the special census are the property of the Census Bureau.

6. The Census Bureau can provide special tabulations in the form of statistical summaries at an additional cost. These summaries cannot be provided if they might disclose the identity of any individual. The state or local government may request special tabulations within 3 months of the transmittal of the certified special census count.

U.S. Department of Commerce
Bureau of the Census
Office of Special Censuses

THE ENUMERATION

The Census Bureau uses the same population and housing definitions in a special census as is used in the decennial census. Special census enumeration includes members of the Armed Forces living and stationed in the community. The enumeration does not include persons who have entered the Armed Forces from that particular city or town and who now are stationed elsewhere. The Census Bureau does not include visitors staying in the area temporarily or on a seasonal basis in the special census unless they are working in the area or have no usual home elsewhere. During the school year, the enumeration includes persons enrolled in colleges or universities at the place where they stay while attending college. The special census enumeration does not include military and government employees overseas. Unlike the decennial census, response to a special census is voluntary.

The special census supervisor, who will be an experienced employee of the Census Bureau, is responsible for the selection, appointment, and training of the staff, and the conduct of the enumeration. At the conclusion of the enumeration, the supervisor will provide a preliminary count to the local officials requesting the census. The census supervisor may also release these counts to officials of the political subdivisions of the area enumerated, to news media, and to others who are interested.

The standard questionnaire includes the name of each resident of the special census area, relationship, age, sex, race, Hispanic origin, and marital status. The questionnaire also includes occupancy/vacancy status, type of vacancy, number of units in a structure, and tenure for housing units.

The Census Bureau will provide further information about additional unpublished data upon request. Data can be collected and provided at the block level if requested and the additional costs included in the estimate. A state or local government may also request additional information be collected provided that adequate lead time is allowed for preparing a new questionnaire and additional estimated costs are agreed upon.

THE COST

On a reimbursable basis, the Census Bureau develops cost estimates for special censuses. The estimated population and housing counts of the area are used to determine the staff and workdays required to conduct the special census. The Census Bureau also considers the demographic characteristics, geographic location, and climatic conditions of the area when preparing the cost estimate.

A request for a cost estimate should include the following:

1. The name or description of the proposed special census area.

2. An estimate of the current population of the special census area.

3. An estimate of the current number of housing units in the special census area (i.e., housing units include houses, apartments, and mobile homes).

4. The names of any colleges, boarding schools, military installations, or similar institutions within the area.

5. The name, phone, and fax number of the person who can provide additional information, if required.

6. A check for the proper, predetermined amount in Exhibit 1 made payable to "Commerce/Census."

7. Any preferred or required schedule.

8. Any special data requirements.

The state or local government should send a request for a cost estimate to: Office of Special Censuses, Bureau of the Census, Room 315, WP2, Washington, D.C. 20233-3600.

CONTACT PERSON

If you have additional questions, contact Elaine Csellar on (301) 763-5604 or fax (301) 763-7589.

Exhibit 1 - Fees For Preparation of Cost Estimate For Special Censuses

Type of area	*Fee*
Cities, towns, incorporated places with estimated populations less than 50,000	$125
Any areas with an estimated population of 50,000 or greater	$200
Counties, county equivalents, school districts, etc. regardless of size	$200

Greeneville counts on

1993 Greeneville Special Census

Town Employees Can Help Spread the Word!

Greeneville counts on its citizens — and especially on its hard-working town employees. That's why it's important that we all get behind the town effort to conduct a special census.

While you're familiar with the federal population count done every 10 years by the U.S. Census Bureau, did you know local governments are allowed to conduct extra head counts in between? The Greeneville Board of Mayor and Aldermen decided to do just that.

There's a good reason, too. The town's portion of state-shared taxes is based on population, and we believe Greeneville is home to more citizens now than when the last federal count was done in 1990. State-shared taxes amount to about $77 per citizen per year, so even 100 additional citizens could make a $7,700 difference in the town budget. Maybe even for your department.

So help the town spread the word! Using mailing addresses from Greeneville Light and Power, forms will be mailed out soon. All citizens need to do is list the people who live in their household and return the form in the postage-paid envelope. Ask your neighbors, fellow church-goers, and other friends if they got their form, and encourage them to drop it back in the mail. Every Greeneville citizen is important, and we don't want to miss anyone!

And don't forget to send in YOUR form. We *sure* don't want to miss you. If you've got any questions, ask your supervisor or call the recorder's office.

Thank you for your help!

Mayor G. Thomas Love

Model Resolution

A Resolution Calling for a Special Census of the Citizens of the City of _____

WHEREAS, it is the belief of the board of mayor and aldermen of the city of _____ that the city has had a significant growth in its population since the 1990 federal census; AND

WHEREAS, up to two citywide special censuses may be conducted at any time between federal censuses per decade; AND

WHEREAS, the city's portion of state-shared taxes is based on certified population; AND

WHEREAS, a significant increase in population could greatly enhance the revenue resources for the city of _____.

THEREFORE BE IT RESOLVED by the board of mayor and aldermen of the city of _____, Tenn., that a special citywide census be conducted of the city of _____, in accordance with the "Procedures for Taking Special Censuses for Population Certification" established by the Local Planning Assistance Office (LPAO) of the Tennessee Department of Economic and Community Development, with the results to be presented to the LPAO for certification.

BE IT FURTHER RESOLVED that the city's budget for fiscal year _____ shall be amended to include funds in the _____department in the amount of _____ to pay for the special census project.

PASSED AND ADOPTED by the board of mayor and aldermen of the city of _____, Tenn., on this _____ day of _____, 199___.

_____
MAYOR

_____
CITY RECORDER

FOR IMMEDIATE RELEASE

Greeneville Plans Citizen Head Count

Greeneville counts on its citizens. And that's why the town is counting on you to return your special census form, says Greeneville Mayor G. Thomas Love.

While citizens are familiar with the federal population count done every 10 years by the U.S. Census Bureau, they may not know local governments are allowed to conduct extra head counts in between. Greeneville has decided to do just that.

"Our town's portion of state-shared taxes is based on population, and we believe Greeneville is home to more citizens now than when the last federal count was done in 1990," Love explains.

State-shared taxes amount to about $77 per citizen in 1993, so even 100 additional citizens could make a $7,700 difference to the town budget.

Of course, the less the special census costs to conduct, the more money the town will realize for the effort. That's why it's so important for citizens to take the time to fill out the form and drop it in the mail in the postage-paid envelope. (The forms may also be returned in person at Greeneville Town Hall.)

Census-takers will have to go door-to-door to get the information not received by mail. That's a costly and time-consuming alternative, notes the mayor.

Using mailing addresses provided by Greeneville Light and Power, the town will start mailing forms late this month. Besides helping their town, citizens will receive another bonus -- a future electric bill will show a $1 credit.

All that's needed on the form is the full name and birth date of every person in the household, regardless of age.

So take a minute for your town. Greeneville counts on YOU!

#

News editors: Please feel free to use the attached logo as illustration as you see fit.

BROADCAST PUBLIC SERVICE ANNOUNCEMENT
15-SECOND SPOT

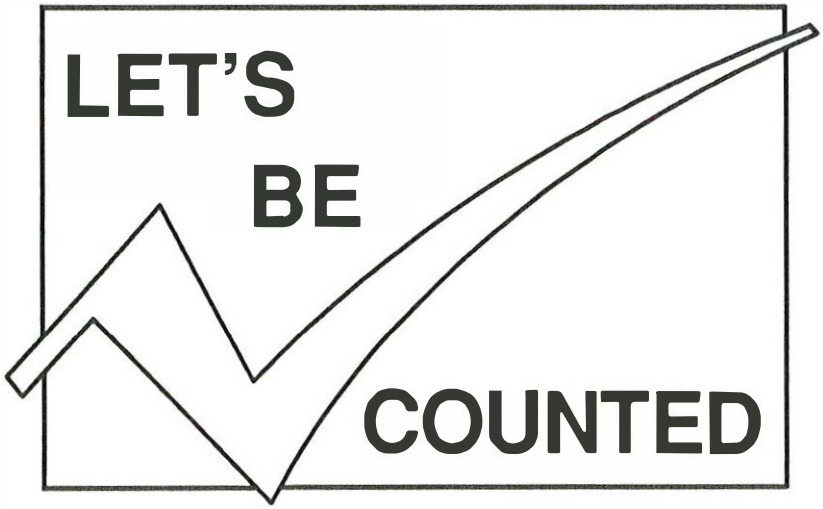
GREENEVILLE IS DOING A SPECIAL CENSUS. WHY? TO MAKE SURE OUR TOWN GETS ITS FAIR SHARE OF STATE-SHARED TAXES. THE AMOUNT IS BASED ON POPULATION, SO EVERY CITIZEN COUNTS. SEND IN YOUR FORM TODAY! REMEMBER, GREENEVILLE COUNTS ON YOU.

BROADCAST PUBLIC SERVICE ANNOUNCEMENT
30-SECOND SPOT

IN GREENEVILLE, ALL OUR CITIZENS COUNT. THAT'S WHY OUR TOWN IS DOING A SPECIAL CENSUS — TO MAKE SURE **EVERY** CITIZEN IS COUNTED. GREENEVILLE'S AMOUNT OF STATE-SHARED TAXES IS BASED ON POPULATION. SO LET'S MAKE SURE OUR TOWN GETS ITS FAIR SHARE.

AND IF YOU SEND IN YOUR CENSUS FORM BY NOVEMBER 8th, YOU'LL GET A ONE DOLLAR CREDIT ON A FUTURE ELECTRIC BILL. SO, SEND IN YOUR FORM TODAY! IF YOU DIDN'T RECEIVE A FORM BY MAIL, CALL TOWN HALL AT 639-7105. REMEMBER, GREENEVILLE COUNTS ON YOU.

Special Fayetteville Census 1991



Please cooperate when the census-taker knocks on your door!

Greeneville counts on

1993 Greeneville Special Census

Don't forget to send in your form!

Greeneville counts on

1993 Greeneville Special Census

By now, all Greeneville citizens should have received by mail a form asking you to list the members of your household and their birth dates. To get a $1 credit on a future electric bill, be sure to send that form back to the town in the postage-paid envelope by November 8. Our town's share of state-shared taxes is based on population, so we don't want to miss even one citizen! If you didn't receive a form, please call us at 639-7105. And if you haven't mailed back your form,

PLEASE DO IT TODAY!

The University of Tennessee does not discriminate on the basis of race, sex, color, religion, national origin, age, handicap, or veteran status in provision of education opportunities or employment opportunities and benefits.

The University does not discriminate on the basis of sex or handicap in its education programs and activities, pursuant to requirements of Title IX of the Education Amendments of 1972, Public Law 92-318, and Section 504 of the Rehabilitation Act of 1973, Public Law 93-112, and the Americans With Disabilities Act of 1990, Public Law 101-336, respectively. This policy extends to both employment by and admission to the University.

Inquiries concerning Title IX, Section 504, and the Americans With Disabilities Act of 1990 should be directed to Gary W. Baskette, director of business services, 109 Student Services and Administration Building, Knoxville Tennessee 37996-0212, (615) 974-6622. Charges of violation of the above policy should also be directed to Mr. Baskette.

Authorization No. E14-1050-00-003-94

The University of Tennessee 200 1794★1994 TM