	ADMINISTRATIVE POLICY MUNICIPAL CENSUS	Policy No: 6,029CM Revised Approved By: City Manager
		Effective Date: Oct. 17, 2016
		Department: Corporate Services Department

MUNICIPAL CENSUS

POLICY STATEMENT

An accurate population count is essential to the effective work of City departments and the funding of City operations. The Municipal Census is used to provide a precise population count.

1. PURPOSE

The purpose of this policy is to establish guidelines for administration of an annual municipal census. The City of Spruce Grove may conduct a census for any one of a number of reasons, however the most common are:

- a. Updated population figures for the purposes of per capita grants,
- b. Updated population and demographic information for the purposes of economic development, and
- c. Community planning decisions related to service delivery.


2. DEFINITIONS

- 2.1 "Enumerator" refers to the persons hired to complete door-to-door census activities, including door hanger drops and resident interviews.

3. RESPONSIBILITIES

3.1 City Clerk's Office

- a. Ensure sufficient funds are budgeted to implement the annual municipal census.
- b. Hire and provide support to the Census Coordinator.
- c. Coordinate census questions, including additional non-demographic questions if deemed necessary by the Senior Leadership Team.

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- d. Oversee the production of a census report for delivery to relevant City departments and release to the public.
- e. Forward a copy of the census report to the Province of Alberta, Minister of Municipal Affairs, by September 1 of the year in which the census has been taken.

3.2 Census Coordinator

- a. Reporting to the City Clerk, coordinate the municipal census with a response goal of 100%.
- b. Ensure the census meets all requirements laid out in the Determination of Population Regulation, Albert Regulation 63 / 2001, as amended.
- c. Work with Corporate Communications on a public media campaign and design strategy for the census.
- d. Manage the enumerator recruitment process.
- e. Train and supervise census enumerators.

3.3 Corporate Communications


- a. Work with the Census Coordinator to develop and implement a communications plan to promote the municipal census.
- b. Support the development of required materials for the census process.

3.4 Human Resources

- a. Work with the Census Coordinator on the hiring of Census Enumerators.
- b. Provide official City identification for enumerators.

4. CENSUS


- 4.1 A municipal census is authorized by the Municipal Government Act, RSA 2000, c. M-26 s. 57, and the associated Determination of Population Regulation, Alberta Regulation 63 / 2001, as amended.
- 4.2 The census will take place every year. The City Clerk's Office will review this practice every five (5) years, commencing in 2018, and make a recommendation to the City Manager regarding its continuation.

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- 4.3 Notwithstanding s.4.2, the City Clerk may make recommendations regarding census frequency to the City Manager at any time.
- 4.4 The City has full discretion regarding the questions asked, within the limitations of the Freedom of Information and Protection of Privacy Act, RSA 2000, c. F-25.
- 4.5 To protect resident privacy, census data shall not be released for use outside City of Spruce Grove Administration at an aggregate level lower than a census zone or 100 persons, whichever is more. The release of more detailed information within City of Spruce Grove Administration is at the discretion of the City Clerk.

5. ADDITIONAL QUESTIONS

- 5.1 The inclusion of additional questions is at the discretion of the Senior Leadership Team, on the recommendation of the City Clerk’s Office.
- 5.2 Questions must be related to City goals and the provision of municipal services.
- 5.3 Questions should consider the impact to respondents in terms of survey fatigue or privacy concerns, and the potential impact they could have on the census response rate.
- 5.4 Additional questions can be asked of each respondent, each household, or a representative sample of either. A representative sample is 1000 responses.
- 5.5 Additional questions change the scope of the census project. Factors to consider include increased cost for the final report, and increased workload for the City Clerk’s Office.
- 5.6 The addition of four (4) or more additional questions constitutes a change in scope and requires one year advance notice to allow for a review of the Census budget.

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6. RELATED DOCUMENTS

n/a

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APPROVAL

City Manager: Original signed by Robert Cotterill Date: October 17, 2016