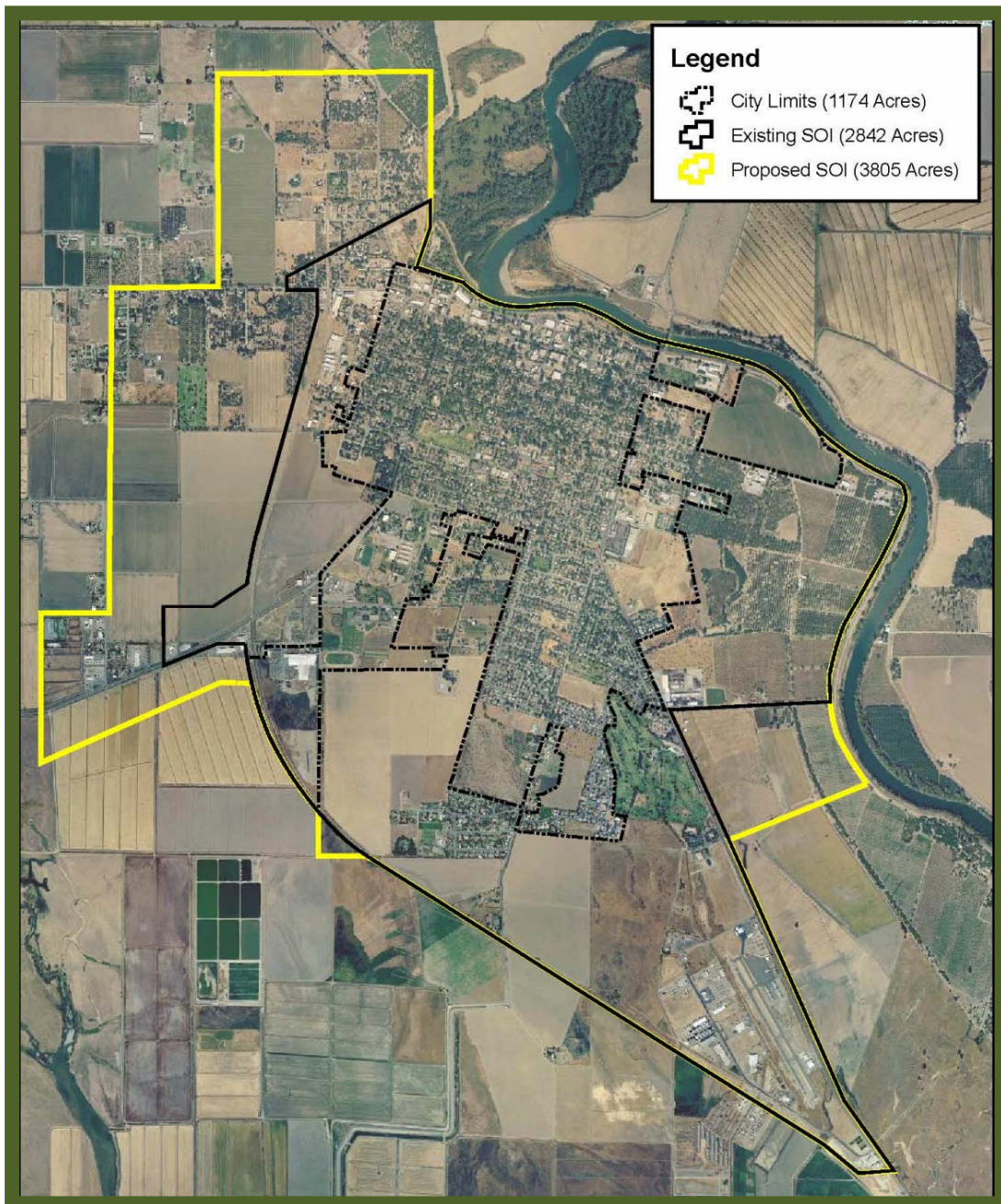


City of Colusa  
Income Survey

**Final Report**

June 2010

Paid for with Community Development Block Grant Funds  
Grant 08-PTAG-5344



# City of Colusa 2010 CDBG Income Survey

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## **Background**

The City of Colusa is located in Colusa County, along Highway 20 in Colusa County, some 10 miles East of Highway 5 and approximately 70 miles North of Sacramento. The City contained within Census Tract (CT) 500, Block Groups (BG) 1, 2, and 3 and CT 200, BG 1 and 2. (See Attachment 1) The City is bordered on one side by the Sacramento River and surrounded on all other sides by vast agricultural fields. Crops that may be found around the area include pistachios, Asian pears, almonds, prunes, walnuts, wine grapes, tomatoes, rice, corn, cotton, safflower, wheat, beans, sunflowers, melons, alfalfa, pumpkins, and onions. As a result, much of the City's economy is based on agriculture and agricultural related businesses. There are three casinos located nearby the City. Many of the City's households have workers who are connected to agriculture or to the casinos. Anecdotally, the types of employment opportunities provided through these businesses are on the lower end of the pay scale.

The 2000 Census Fact Sheet reveals that the City has a population of 5,402, a median household income of \$35,350, and the homes have a median value of \$113,500. (See Attachment 2) The Community Development Block Grant (CDBG) low/mod, or Targeted Income Group (TIG) percentage for the City is 37.4%. (See Attachment 3)

The CDBG Program allows jurisdictions to conduct an income survey to determine if the TIG percentage has increased, if it is felt that the Census data is outdated. Since the 2000 Census, the City has undergone many of the same economic downturns experienced by many small town American Cities. These include the 9-11-2001 terrorist attacks, business closures, and the recent housing crash and ensuing economic downturn, which was beginning to be felt sometime in 2008, if not earlier. The ripple effects of the housing crash are still evident nationally, and it can be argued that it has hit the lower wage earning employees the hardest since this demographic typically has the smallest (if any) least financial cushion to weather economic hardship. During the physical follow-up stage of this income survey, where the surveyor visited residents, the surveyor frequently heard stories of layoffs and/or "bad years."

No doubt having these factors in mind, the City felt that the 2000 Census numbers were outdated and was successful in securing a CDBG Planning Grant in the amount of \$25,000 to conduct a citywide income survey to update the 2000 Census numbers. The survey was to determine the TIG percentage by block group. After a procurement process, the City awarded the contract to conduct this survey to David Nelson Consulting, executing the contract in November 2009.

The survey was conducted from December 2009 to early June 2010, resulting in an updated TIG percentage of 54% TIG, an increase from the 2000 Census of 37.4%. The guidance on properly employing CDBG-approved survey methodology was followed throughout the survey. The specifics of this guidance will be discussed in detail in the "Methodology" section.

It is the intent of this final report to provide a background summary of the survey, the methodology by which the survey was conducted, and an analysis discussing the survey results.

## Survey Methodology--Overview

All income surveys accepted by the CDBG Program require sampling statistics that represent the population as a whole, using a sound survey methodology that avoids survey bias (i.e., a focus on random sampling and not over-sampling a certain demographic characteristic). In proceeding with conducting his income survey, these principles remained forefront in the decisions and actions of David Nelson Consulting (DNC). The guidance documents used in this survey include (and all are included as attachments to this report):

- Attachment 4: CDBG 2009-10 P/TA NOFA/Application, “Attachment 14: Conducting a CDBG Income Survey,”
- Attachment 5: Housing & Community Development CDBG Program Management Memo 09-02, “Revised Instructions for the Income Survey,”
- Attachment 6: Housing & Urban Development CPD 05-06, “US Department of Housing and Urban Development (HUD) Suggested Survey: Methodology to Determine the Percentage of Low- and Moderate-Income (LMI) Persons in the Service Area of a Community Development Block Grant-Funded Activity.”
- Attachment 7: State CDBG and HOME’s Table of 2009 Income Limits, found on the webpage: [www.hcd.ca.gov/hpd/hrc/rep/state/cdbg\\_home09.pdf](http://www.hcd.ca.gov/hpd/hrc/rep/state/cdbg_home09.pdf)

The traditionally accepted model to conduct an income survey is 1) securing the addresses, 2) randomizing the addresses to select the sample addresses, 3) sending out the survey, 4) then following up the non responses by physically visiting the residence. Due to the urban and suburban nature of the City, this is the model that was employed to arrive at the final Citywide TIG percentage. Additionally, since the scope of work called for a breakdown of the TIG percentage by block group, this same methodology was used for each block group.

A review of the HUD guidance on income survey, (HUD PD-05-06) reveals that modifications to the traditional income survey process are allowed, based on the particular circumstances of the area to be surveyed. Several salient points regarding conducting a survey strategy specifically applied to the income survey of the City and are as follows:

- Cost effectiveness and simplicity: “The procedures described in this guide are comprehensive approaches to conducting the least costly surveys possible and attempts are made to render them as simple as possible. (p.5)”
- Optional methodology: “This guide describes procedures that may be used to determine whether the requisite percentage of the residents of a service area...of a CDBG-funded activity are LMI persons. This guide does not restrict the CDBG grantee to any one type of survey methodology.” (p.12)
- Using larger sample sizes: “The larger the sample, the more likely it is that its aggregate characteristics truly reflect those of the population. (p.22)
- Ensuring Randomness: “Ideally, for a given neighborhood, you would have a list of every family living in the neighborhood and perhaps his or her telephone number. Then you would devise a procedure to randomly select the families you want to interview. In reality, you probably will not have a list of all of the families in the neighborhood, so you will have to improvise. (p.22)

- Replacements for unavailability: “...you must make some allowances for families who, for whatever reason, you will not be able to interview.” (p.21)
- Replacements: “No matter what you do, some families will not be home during the time you are interviewing, some probably will refuse to be interviewed, some will terminate the interview before you finish, and some will complete the interview but fail to provide an answer to the key question on income level. If you choose to get responses from replacements, they must be selected through a random sampling process. (page 24)
- Replacements: You are more likely to achieve randomness if you obtain interviews from the families you selected first...only after at least two tries or an outright refusal should a sampled family be replaced.” (p.25)
- Accurate sampling allows for equality in responding: “For those inferences to be most accurate, everyone who is in the group should have an equal chance of being included in the sample.”(p.25)
- Ensure random survey results: “Third, after completing data collection, non-respondents should be analyzed to determine that they were reasonably random.” (p.31)

After a review of the CDBG guidance, it was determined to conduct the survey in six basic steps. These steps are:

1. Determine the number of residences within each block group
2. Prepare the survey for mailing
3. Conduct the Two-Week Marketing Campaign
4. Send out surveys, with instructions that they are due in two weeks
5. Conduct follow up visits and finalize data collection
6. Write Final Report

The next section will provide a narrative discussion on the how each step was accomplished and the specific challenges that were encountered to accomplish the overall goal of providing an update to the citywide TIG percentage, as well as providing the TIG percentage by block group.

### **Methodology—Specifics**

#### Step 1: Determine the number of residences within each block group.

The first step in determining the number of residences was to identify how many block groups cover the City, where each block group lies, and what specifically are the boundaries of each block group in relation to the City limits. In reviewing a map of the City, one will quickly note the irregularities in the Western and Southern boundaries. DNC worked closely with the City Planner to determine which properties were inside the City limits. This presented some challenges as in some instances homes on one side of the street were in the City limits, while others were not. In the case of CT 200, block group 2, some of the homes on the same side of the street were not in the City limits, which a neighboring home was. See Attachments 8-1 and 8-2: “City Boundary Maps” and Attachment 8-3: “City Boundary Questions.”

The next step within this process was to collect address data. After discussions with the City, it was determined that the City utility addresses were not accurate as they contained non City parcels. It was decided to purchase an address list from an online provider. After a search, DNC

purchased an address list from Mailing Lists Direct. The web page (Attachment 9) indicates, “Our resident occupant database is compiled directly from U.S. Postal Service information and U.S. Census Bureau data. This database includes every street address, every post office box, every rural route address and every star route address in the nation.” The site also boasts, “...this database is so complete and accurate it was chosen by the U.S. Census Bureau for the 1908, 1990, and 2000 Census!” Mailing Lists Direct was able to provide DNC with the addresses sorted by census tract and block group in an excel file. After some manipulation and retyping, the mailing list was able to be sorted by address and streets.

Table A below represents each block group, the number of households in each block group, the total required number of surveys that CDBG requires, and the total that was oversampled. The required number of surveys was determined using the CDBG P/TA NOFA/Application, Attachment 14, “Conducting a CDBG Income Survey.” Over sampling percentages were driven by the cost effective considerations in conducting the survey, as per HUD’s guidance indicated above, which states that a larger sample size more accurately reflects the area’s actual demographic characteristics.

An important item to note was that there were 301 addresses in Census Tract 500, Block group 2 that had to be deleted from the mailing list as these were the post office box addresses located in the City’s US Post Office. A phone call to the City of Colusa US Postmaster revealed that due to federal privacy rules, no one is allowed to have the physical addresses for any post office box. Since the Postmaster indicated that there are no exceptions to this rule (it also applies to the US Census), DNC felt a certain amount of comfort knowing that these addresses could not be surveyed by this process, or by the regular US Census efforts, so that these two survey processes are identical on this aspect.

Table A: 2000 Census Household and Oversampling Chart							
2010 Address Verification	Census Tracts	Block Groups	Households	Req'd # Surveys	Total + Oversampling	Oversampling %	*301 POB addresses were removed, due to fed restrictions on determining physical addresses. US Census does not have access to data, either.
	200	1	930	300	420	40%	
	200	2	46	46	46	0%	
	500	1	193	150	193	40%	
	*500	2	310	200	280	40%	
	500	3	195	150	195	40%	
	<b>Totals</b>		<b>1674</b>	<b>846</b>	<b>1134</b>		

As a result of this effort, it was determined that 1,134 surveys were needed to be mailed out in the first phase of this income survey. As will be addressed later on in this report, even with a 40% oversampling mailing, it took considerable effort to secure the required number of surveys in the physical “door-to-door” follow up.

Step 2: Prepare the survey for mailing

The survey form was developed using the sample from CDBG’s P/TA NOFA/Application and is found in Attachment 4. Care was used to keep the survey as simple as possible and to keep it to one page, knowing that if a survey is too long, or too complicated, it acts as a detractor to respondents willingness to fill out the survey. After finalizing the survey and getting City approval, the survey form was translated into Spanish since the 2000 Census Fact Sheet (Attachment 2) indicates that over 45% of City residents are Hispanic.

The next step was to randomize and code the addresses. The addresses were separated into block groups and each block group was contained in a tab in an Excel file. The first step to randomize the files was to organize the addresses the first letter of the resident’s first name. The next randomizing step was to secure a set of randomized numbers to apply to this already randomized list. DNC used a randomizing engine found at Research Randomizer’s website: <http://www.randomizer.org/>. The number in the universe for each block group was input into the engine and it produced a set of randomized numbers exactly matching the number of the universe for the block group. It was then a simple matter of copying and pasting the randomize numbers into the file for each block group. This in effect, resulted in a double randomization of the addresses. A code for each block group was created, so that the surveys could be tracked by block group. The coding was as follows:

Census Tract/Block Group	Code
CT 500, BG 1	WA
CT 500, BG 2	WB
CT 500, BG 3	WC
CT 200, BG 1	RA
CT 200, BG 2	RB

With randomized numbers for each block group, and a code for each block group, the next step was to create a mailing list to use in a mail merge set up. The randomized address Excel list was used in conjunction with a properly set up Word document. The surveys were printed in both English and Spanish. Outgoing address labels were then printed and matched up with each survey. No names were used in the outgoing surveys to retain anonymity, and each survey was addressed to “City Survey Resident.” Each label was coded and matched with the two survey documents (English and Spanish). An example of a survey address label is:

**City Survey Resident  
25 Market Street  
Colusa, CA 95932 WA 183**

The returned survey was devoid of any identifying information. An example of the return label is:

**David Nelson Consulting  
P.O. Box 2020  
Grass Valley, CA 95945**

From the code on the returned survey, the survey results could be easily identified using the “key” which is contained in an Excel document held by DNC. This key contains all the information for each resident, including the code and can be sorted by name, coded number, street, street address, responses and notes. The survey results and the importance of being able to sort the data will be discussed in more detail in “Step 5: Conduct follow-up visits.”

The finalized surveys were delivered to the City to be mailed out by March 1, 2010.

### Step 3: Conduct the Marketing Campaign

The marketing campaign has various efforts, and it was hoped that each effort would result in a higher response rate, so that less physical follow-up would be required. Each marketing effort will be discussed below.

Newspaper advertisement: Two sets of advertisements were placed in the local paper over four days. The first set was scheduled to be printed before the survey was mailed (Wednesday, February 24<sup>th</sup> and Saturday, February 27<sup>th</sup>), and the second advertisement was a smaller ad that was a reminder to fill out the survey. These were published on Wednesday March 10<sup>th</sup> and Saturday March 13<sup>th</sup>. The advertisements were in both English and Spanish. The texts of each may be found in Attachment 10.

Community Meeting: A community meeting was held on February 23, 2010 at City Hall to address any questions community leaders might have regarding this survey. Invitation letters (in both English and Spanish) were sent to churches, miscellaneous community organizations, and schools. While the turnout was scant, the few that showed up were able to see the importance of having a successful income survey and how the CDBG Program funds local jurisdictions. The letters and address lists may be found in Attachment 11.

Webpage: A webpage containing information about the survey was created and referenced in all written material. The survey information is in both English and Spanish. The website address is: [www.mycolusacitysurvey.com](http://www.mycolusacitysurvey.com). The webpages in English and Spanish may be found in Attachment 12.

Radio Advertisements: Similar to the newspaper advertisements, two sets of radio advertisements were conducted in two local radio stations. Thirty 30 second spots were broadcasted beginning March 1st and thirty six 15 second spots were broadcasted the second week of March as a reminder to fill out the surveys. The two radios stations which were used were KMJY “Sunny” at 101.5 FM and KKCY “Country” found at 103.1 FM. DNC made efforts to find a Spanish speaking radio station, but the results were indeterminate. The information

regarding the radio spots, the language of each spot and coverage areas are found in Attachment 13.

Newspaper interview: An interview was sought with the local paper to promote the income survey and the importance of returning it, but the reporter who covers CDBG-related events did not feel an interview was needed, as she had written a February 19, 2010 article about the survey. See Attachment 14 for a copy of the news article.

#### Step 4: Send out surveys and organize data from returned surveys

It was originally proposed to wait two weeks after the surveys were mailed to compile a list of houses by which to conduct the physical follow-up step. There were several factors that necessitated that this stage to be elongated. There was a delay of several days, if not longer in mailing out one box of surveys. Another more serious delay was an issue in using the City mailing permit for the return envelopes. Since the returned envelopes were addressed to a David Nelson Consulting, a non City entity, the Grass Valley Post Office began to hold most of surveys they received. Some surveys actually were delivered in spite of this policy.

Eventually, many surveys were returned to the Colusa Post Office, where a City official picked them up in groups and mailed them to DNC. DNC requested in writing from the Grass Valley Post Office to allow the surveys to come to the Grass Valley post office box as an exception. This exception was allowed, but not before many surveys had been returned to the Colusa post office. During the surveys coming and going, there was no way to know for certain if any returned surveys had been misplaced, lost, or destroyed. During the month of April 2010, surveys continued to trickle in, and it was thought prudent to wait for the trickle to slow to a stop. Eventually, the City approved a late summer date to finish the survey. A recent change in the timeline by the City indicated that the survey needed to be completed ASAP, as it was to be used in support of an application to the CDBG Program, which was due June 25, 2010. As a result, the physical follow up began in early May was completed in less than a month. This step will be discussed below.

#### Step 5: Conduct follow-up visits and finalize data collection

##### Preliminary Tabulation & Preparation

Beginning May 10, 2010, the preparation for the physical follow-up stage was begun. Table B below indicates the status of the income surveys as of this date. At the beginning of the physical follow-up, the Citywide TIG percentage was 43.6% with 47% of the required surveys received by mail. It is noteworthy that preliminary indications from these surveys received by mail were pointing toward a significant increase in the 2000 TIG status. With the exception of CT500 BG3, all block groups had exceeded the 2000 Census figures by a significant margin.

In preparation of the follow-up visits, several non profits were contacted for assistance in support of a donation to their organization. None of these contacts proved fruitful, and it was decided early on that conducting the survey “solo” while, taking significantly longer, would result in maintaining a higher quality assurance presentation to each home. Had there been volunteers, survey training would be required, and there would be minimal opportunities to determine if the

volunteer surveyor was being effective. As a result, DNC is confident that the same quality of surveying was accomplished for each home that was contacted.

Prior to conducting the physical follow-up, DNC secured permission to secure a photo identification, which was done by email and copying the City Police and Fire Departments. A photo identification was secured from the City Fire Department and was carried on each follow-up trip. This identification was offered to each resident for inspection at the beginning of the survey conversation. Additionally, the local police station was visited and given a brief explanation of the survey and the process of follow-up.

Table B: Status of Received Mailed Surveys, effective 5-10-10											2000 Census Comparison	
CT--BG	TIG	Non-TIG	Total Received	Total Surveys Req'd	Universe	Surveys Needed	% Received	TIG Persons	Total Persons	TIG %	2000 Census	Difference
200-1	61	75	136	300	941	164	45.3%	143	324	44.14%	35.1%	+ 9.04
200-2	3	16	19	43	27	24	44.2%	7	53	13.21%	5.3%	+7.91
500-1	32	30	62	125	169	63	49.6%	81	151	53.64%	41.9%	+11.74
500-2	46	52	98	175	259	77	56.0%	93	207	44.93%	39%	+5.93
500-3	32	26	58	150	145	92	38.7%	45	112	40.18%	41%	-.82
	174	199	373	793	1541	420	47.0%	369	847	43.57%	37.4%	+6.17%

Survey Follow-up Discussion

A total of 17 follow up trips were conducted from May 12 through June 3, representing approximately 129 hours of billable hours. Visits were conducted at various times in the afternoon through early evening, starting from as early as 3:30 pm to 5:30 pm and ending no later than 7:30 pm. Visits occurred during the weekdays and on Saturdays and Sundays, including the Memorial Day weekend. It was soon apparent that it was not cost effective to conduct the physical follow-up during the business workday. Most of the responses were received after 5:30 pm, during any day of the week, even on weekends. The reasons for this during the workday are obvious, as many residents were not at home, and those that were home were sometimes home “babysitters,” who had no knowledge of the income level of the household. Using the cost effective policy indicated above, it was decided to maximum the survey efforts by shifting them to the late afternoon/early evening, which proved effective. Anecdotal evidence revealed that from these efforts, approximately 6-8 surveys were received per hour. The lowest amount of surveys collect on a given day was 17, and the highest was 29.

Impacts of the Hispanic Demographic and Need for Speaking Spanish

The 2000 Census Fact Sheet (Attachment 2) indicates that the City has a Hispanic population in excess of 45%, so it was not unexpected to find many households that needed the survey information presented in Spanish. Determining the percentage of Hispanic residents, or those spoke Spanish primarily in the home was not part of this survey, but anecdotally, it was not uncommon to offer the brief presentation in Spanish about 50% of the time. In fact, for a portion of CT 200, BG1, down along 3<sup>rd</sup> street, DNC estimated Spanish was the preferred language about 80-90% of the time. Given the abundance of farm laborer positions required for the area, and the reality that there historically has been a high propensity for the Hispanic population to

fill those positions, finding many households that spoke Spanish as the primary language in the home matches, if not exceeds, the 2000 Census estimate of Hispanic households in the City.

It was evident early on that having the ability to speak Spanish was a significant factor in successful survey responses, as it was no doubt perceived to be a “friendly” gesture. Oftentimes when residents found that Spanish was spoken, they relaxed and were happy to fill out the survey. It is unknown whether, or to what extent, the surveyor for the 2000 Census taker was able to effectively communicate with the Spanish speakers. The inability to reach the Hispanic population in this community could very likely have been a negative significant factor in the final calculations for the 2000 Census. DNC has no doubt that the successful survey results experienced in 2010 would not have been as successful without the ability to communicate in Spanish.

#### Adjusting the Universe for Non-available Residents

It is clear that HUD makes allowances to adjust the statistical universe figures for practical reasons that are outside the City’s and surveyor’s control if a procedure is followed to maintain consistency. HUD’s CPD 05-06, adjustments to the universe is addressed on page 11 states:

It is possible that some families in the service area may vehemently refuse to participate in the census, or cannot be reached (after several attempts) for several reasons (for example, families on vacations). In such cases, it is suggested that the total number of persons in the families that participated in the census be used in calculating the percentage of LMI persons. However, the number of refusals or absentees must be relatively small (for example two or three families out of say, 50(6%)) so as to have a negligible effect on the validity of the results of the census.

Additionally, this same CPD states on page 12-13, Section IV,

Step 3: Select the sample,” Identify the Sample: Select a procedure for identifying the sample in the service area and identify a procedure for randomly selecting the sample.--- Determine the sample size: Determine the sample size needed in order to achieve an acceptable level of accuracy.---Randomly select the sample: Make sure you add families to replace refusals and that the entire service area is covered—that is, be certain that you have not excluded certain areas or groups of people. Commercial (retail and industrial sites), vacant lots and abandoned and vacant home should be excluded from the sample because they do not have any effect on the outcome of the survey. Use an acceptable random selection method and decide the number of attempts and replacements procedures to be used.

It seems reasonable that the City should not be penalized in the survey process by keeping certain addresses and residences in the statistical universe when they are unavailable to be surveyed, either by design or choice.

It became evident early on that there were valid reasons to adjust the statistical universe numbers for the block groups due to the various factors of non-available residents. DNC was under direct instructions from the City to not approach homes if there was not a sufficient safety comfort level. There were times when the home did not appear to be a safe place to enter. These

instances were few and were essentially limited to encountering homes that had high fences and gates blocking the entrance to the main entry (which may or may not have been evident) and also when there were aggressive dogs loose in the yard. There were also instances in which the address given was not to be found, and it was assumed that there was a City property alteration that did not make it to the mailing list company. This address updates also included addresses that were non residential (i.e, commercial or businesses), and vacant homes. Additionally, there were the residents that declined to reply for a variety of reasons. Reasons cited were rational, such as “My income is none of the City’s &?!@ business” to sometimes emotional ramblings about government intrusions and excessive taxes. It is noteworthy, that the refusals for the non Hispanic households outnumbered the Hispanic households by an estimated 4:1 ratio. The average percentage of refusals for the block groups were below the threshold of 6% indicated above in the CPD quotation above. It is important to draw a distinction here between refusals and homes that were contacted twice with no one home. Only the refusals were adjusted from the statistical universe. The “no contact” homes remained in the universe, as theoretically, they are still “surveyable.”

During the survey residents indicated many times that they had “filled that out before.” Upon showing them the form, they were certain my request was a duplicate. The initial thought was that the post office issue resulted in lost responses (which may have occurred), but upon more discussions it became evident that the City had recently surveyed the residents about a water/sewer assessment issue, and the survey form had similar income boxes. DNC’s “best guess” is that for the majority of the time, residents were confusing the two surveys. While this apparent confusion did not result in many refusals, if any, during the physical follow-up, it may have had a factor in the mailed non-responses. An issue that DNC had feared would be a factor in survey refusals was that the 2010 Census was occurring at the same time as the City follow-up. DNC had initially thought that two surveyors walking the streets would be irksome to residents, but it appeared to have the opposite effect. Residents were apparently attuned to the fact that a survey taker was going to come to their door, whether they liked it or not, so they just resigned themselves to this fact. Note: When asked if this survey was the Federal Census, it was clearly explained that this survey was a City survey for CDBG purposes.

#### Replacements and Randomness in Follow up.

After each day of physical follow-up, the list for the day’s block group was updated with comments, such as TIG status, refusals, and address corrections. As per HUD’s guidance indicated above, a resident was not considered to be replaced until it had been visited at least twice. Several times the second visit resulted in someone being home. Frequently, the second visit resulted in a “no one home,” and even in random checks on other days, such as weekends, it was apparent that no one was home. It is possible that the home was vacant, was in some sort of sale or foreclosure, or only visited on occasion.

Due to the oversampling, there was plenty of opportunity to move on to the next home to follow-up on without going to the replacement list. On occasion, after exhausting the initial list, a replacement was needed, and an address was pulled from the replacement list in a random fashion. This was essentially a resident that had not initially received a survey. Instead of going across town to find an address (not cost effective), this random method may have translated into choosing the address across the street or two homes away, or around the corner, etc. If in a

multifamily housing project, a replacement apartment was needed, another apartment was frequently chosen in the same building. While there was a certain method to pick a replacement, the choice of the specific home was completely at random.

Comparison and Analysis of 2000 Census and 2010 Survey Results

This section will compare the 2000 Census and the 2010 survey responses, discuss the differences between the findings, and provide an analysis for the difference. Refer to Tables C, D, and E below for this discussion. Table C below provides a tabular description of the 2010 survey responses, with adjusted universes and required responses. Table D and E provide a comparison between the 2000 Census and the 5-10-10 initial survey responses and the final survey results of 6-3-10.

Table C: City of Colusa 2010 CDBG Income Survey Summary Status: Final										
CT--BG	TIG	Non-TIG	Total Received	Total Surveys Req'd	Universe	Surveys Needed	% Received	TIG Persons	Total Persons	TIG %
200-1	164	141	305	300	941	-5	101.7%	471	862	54.64%
200-2	4	23	27	27	27	0	100.0%	14	86	16.28%
500-1	80	47	127	125	169	-2	101.6%	243	353	68.84%
500-2	84	98	182	175	259	-7	104.0%	219	454	48.24%
500-3	62	50	112	110	145	-2	101.8%	172	302	56.95%
	<b>394</b>	<b>359</b>	<b>753</b>	<b>737</b>	<b>1541</b>	<b>-16</b>	<b>102.2%</b>	<b>1119</b>	<b>2057</b>	<b>54.40%</b>

The 5-10-10 survey results from the mailed surveys revealed a 16.5% increase over the 2000 Census. This result in itself was significant and noteworthy. It must be noted that during the survey, DNC on several occasions made it clear to the City verbally, in email exchanges, and in a conversation at the February 23, 2010 community meeting with the City Mayor

Table D: Comparison of Initial Mailing Survey Results of 5-10-10 with 2000 Census				
City Income Survey: Preliminary Mailed Survey Responses 5-10-10		2000 Census		
CT--BG	TIG %	2000 Census	Difference	% Increase
200-1	44.14%	35.10%	9.04%	25.75%
200-2	<b>13.21%</b>	5.30%	7.91%	149.25%
500-1	<b>53.64%</b>	41.96%	11.68%	27.84%
500-2	<b>44.93%</b>	39.00%	5.93%	15.21%
500-3	<b>40.18%</b>	41.00%	-0.82%	-2.00%
Total	<b>43.57%</b>	37.40%	6.17%	16.50%

that normally an income survey will not result in significant increases in TIG percentages, and that it was highly unlikely that this income survey would result in much of an increase at all. It was certainly not anticipated to see an increase of 16.5%, in a preliminary or final result. While DNC was happy to receive the bid to conduct the work from the CDBG Planning Grant that

funded this survey, at no time prior to conducting the survey, did DNC realistically anticipate any significant increases in the TIG percentage figures. The survey results, however, are indication that the City was accurate in having a “feel” for the low income status of the City residents.

Table E above reveals that the final survey resulted in a 54.4% TIG percentage, a significant increase in the 2000 Census TIG status by over 45%. An increase of this magnitude begs to be explained to be accepted as a valid figure. After walking the streets of the City of Colusa, meeting many residents, discussions with the City Manager, and other salient facts related to the economic strength of the City, it is the opinion of DNC that there are factual events and other reasons that support this 54.4% TIG level.

No discussion of an economic impact on a City can be complete without a mention of the 9-11-2001 terrorist attacks on the East Coast. This was an event that has altered our County forever, and while the attack was almost nine years ago, the lasting impacts remain in the background of businesses, probably on a daily basis. While the “War on Terror” remains with us today and has become somewhat a social “backdrop” in many minds, the fact that our Country has troops in two war fronts, people we may know, and that domestic attacks may occur at any place at any moment weighs on business minds and their optimism in taking risks, which could impact job creation.

The City has indicated that there have been several plant closures over the past decade with a resulting job loss estimated to be approximately 400 permanent and seasonal workers. The Pirelli

<b>Table E: Comparison of Final Survey Results with 2000 Census</b>				
<b>City of Colusa 2010 CDBG Income Survey Summary Status: Final</b>		<b>2000 Census</b>		
<b>CT--BG</b>	<b>TIG %</b>	<b>2000 Census</b>	<b>Difference</b>	<b>% Increase</b>
200-1	54.64%	35.10%	19.54%	55.67%
200-2	<b>16.28%</b>	5.30%	10.98%	207.15%
500-1	<b>68.84%</b>	41.96%	26.88%	64.06%
500-2	<b>48.24%</b>	39.00%	9.24%	23.69%
500-3	<b>56.95%</b>	41.00%	15.95%	38.91%
Total	<b>54.40%</b>	37.40%	17.00%	45.45%

Cable plant closed in 2003, and while the plant had “a high water mark” of employing 500, it consistently employed 350 in solid, manufacturing jobs. A tomato paste processing plant closed in 2005, which employed 35 people seasonally. In 2008, there was a rice/straw to fiberboard plant that failed in 2008 which employed 15.

While the 2000 Census indicates that the City has a Hispanic population in

excess of 45%, it is DNC’s anecdotal opinion that the current figure can be updated to approximate somewhere in the neighborhood of 60-70%. Additionally, there are pockets of HUD multifamily housing in CT 500 BG 2 which likely exceeds this percentage. It has already been postulated as to the benefit of being able to offer the survey in both written and verbal Spanish. Essentially, it creates a “trust” relationship (however brief) and encourages the residents to fill out the survey. Due to the apparent increase in the Hispanic population, the

abundance of low paying agricultural jobs that are typically held by Hispanic persons, and the ability to present the survey in written and verbal Spanish, there is little doubt that this current survey has resulted in a high level of equity to the Spanish speaking resident. It is unknown if this same equity factor was available during the 2000 Census.

The final, and likely, most obviously significant factor that kept the TIG percentage for the City in the 50% range was the existence of low income housing (and the surrounding high density housing) in the final block group that was surveyed. As of May 24, 2010, with the CT500, BG1 (a low TIG percentage area) and CT 500, BG2 to be followed up, citywide TIG% was 50.8% with 79.3% of the surveys received. At this point, it did not look likely that the City's TIG percentage would remain in the 50's, as there are pockets of newer single family development, which usually indicates non-TIG households. As the follow-up was conducted, it was apparent that the HUD senior assisted living complex, a large multi-family apartment complex, a mobile home park, and the three large HUD assisted low income multi-family housing complexes had a significant impact on the TIG percentage for this block group. Up until this point, the majority of the residents in the survey had been from single family homes with a few scattered small apartment complexes and duplexes. In addition, many of the residences surrounding the HUD assisted housing were occupied by a large percentage of Hispanic and low income households. This was the area that DNC felt was likely in excess of 70% Hispanic residents. As per the randomized list the newer developments were followed up as well, but their statistics (mostly non TIG) did not have a significant impact on the citywide TIG percentage. Essentially, there are neighborhoods in this block group that are largely TIG.

#### Step 6: The Final Report and Conclusion

Conducting the income survey for the City of Colusa was an eye-opening experience, due to the unexpected significant increase in the TIG percentage for the City. On several occasions DNC made it clear to City officials that there was a dim chance of improving the Citywide TIG level much, as has been the DNC's experience having working in and around the CDBG Program since 2001. Throughout the process, it has been DNC's painstaking goal to maintain survey sampling randomness, equity of survey access, cost effectiveness, and data accuracy. After going through the entire CDBG-approved survey process, from securing the addresses, randomizing the survey sample, and conducting the 129 hours of physical follow-up walking the streets of the City, it is David Nelson Consulting's opinion that the final results of this income survey accurately represent the sample of the City's TIG percentage.