

Tulare County Association of Governments

AGENDA ITEM IV-N

June 15, 2009

Prepared by Barbara Pilegard, TCAG Staff

SUBJECT:

Action: Adoption of Resolution: Approve the formation of the 2010 Census Complete Count Committee (CCC)

BACKGROUND:

In preparation for the 2010 Census, the Census Bureau is encouraging local governments to partner with them in promoting Census participation in their jurisdictions through the development of CCC's. The TCAG Board is proposed to serve as the CCC for Tulare County. The CCC would be assisted in outreach activities by community volunteers who are dedicated to work towards achieving a complete count of Tulare County residents. Because Census results affect local representation and funding opportunities, it is important to increase awareness about the 2010 Census and encourage people to complete and return their Census questionnaires.

DISCUSSION:

Questionnaires for the 2010 Census will be delivered to households nationwide in March 2010. Census Day is April 1, 2010. The formation of a Tulare County CCC will help to inform local residents about the importance and confidentiality of 2010 Census and encourage their participation.

TCAG formed a Tulare County CCC for the 2000 Census which was involved in a wide range of Census outreach activities. Outreach activities included being available to speak at meetings, distributing materials at swap meets and other events, contacting businesses and agencies to include Census information in newsletters and other mailings (i.e. utility bills, public assistance checks and payroll checks), and working with representatives from cities and community-based organizations that maintain regular contact with hard-to-count population groups. Census 2000 outreach also involved having a presence at community events throughout the county by working with event organizers to include Census promotion as part of the event or theme.

The TCAG Board is proposed to act as the Tulare County CCC for the 2010 Census since it is comprised of representatives from each local government and includes members representing the county at large. The Tulare County CCC would direct staff to organize and implement Census outreach activities throughout Tulare County and to contact community volunteers to participate in these outreach efforts.

Potential volunteers to be contacted include representatives from the following organizations: Able Industries, CSET, Family Health Care Network, Proteus, Self-Help Enterprises, Southeast Asian Council, Tulare-Kings Hispanic Chamber of Commerce, Tule River Tribal Council, and Valley Catholic Charities.

Staff will begin contacting the above entities upon adoption of the resolution approving formation of the 2010 Census Tulare County CCC. Staff will report to the CCC regarding the progress of Census outreach plans and activities.

TCAG staff will also be serving as a participant in the City of Tulare CCC and City of Visalia CCC which have both recently started regular meetings. TCAG staff will coordinate with city CCC's to avoid duplication of efforts and promote outreach synergy.

Staff will also work with a local Census Bureau partnership specialist to ensure appropriate coordination with the Census Bureau. The Census Bureau has started the Partner Support Program (PSP) to provide up to \$2999 in funding to supply promotional products in support of Census outreach by active partner CCC's. Adoption of the resolution approving formation of the CCC is needed to demonstrate the CCC's status as an active partner. To obtain materials, the CCC must submit a PSP request form identifying the items desired and how they will be used to reach hard-to-count groups. If approved, the Census Bureau would purchase the requested items directly from a vendor and provide the items to the CCC. Requests for PSP support must be submitted to the Census Bureau no later than September 5, 2009 (first round allocation) or December 1, 2009 (second round allocation). Only one PSP request can be submitted per CCC.

RECOMMENDATIONS:

Staff recommends that the TCAG Board adopt the resolution approving the formation of the 2010 Census Complete Count Committee, direct staff to begin contacting volunteers to participate in Census outreach efforts, and authorize staff to submit a Partner Support Program request form to the Census Bureau for the provision of Census promotional products to be used in the CCC's outreach activities.

FISCAL IMPACT:

The Tulare County CCC outreach activities will be conducted by TCAG staff and volunteer participants. Funding for these activities will not exceed \$10,000 and has been budgeted for in the 2009/10 Overall Work Program (OWP) under Work Element 670.08 Census Coordination. The 2009/10 OWP was adopted by Resolution #09-043 and the 2009/10 fiscal year begins 7/1/09, which will coincide with the estimated start of the CCC. Data from the Census Bureau partnership specialist indicates that each person not counted in the decennial Census equates to a funding loss of approximately \$1,000 per year, or \$10,000 over the 10-year period between Censuses.

ATTACHMENTS:

- 1) Resolution Approving the Formation of the 2010 Census Complete Count Committee

BEFORE THE
TULARE COUNTY ASSOCIATION OF GOVERNMENTS
COUNTY OF TULARE, STATE OF CALIFORNIA

In the matter of:

FORMATION OF THE 2010 CENSUS)
COMPLETE COUNT COMMITTEE) Resolution No. []

WHEREAS, the Census Bureau is encouraging local governments to partner with them in promoting Census participation through the formation of Complete Count Committees; and

WHEREAS, the Tulare County Association of Governments recognizes the importance of obtaining a complete and accurate count of the population within Tulare County in the 2010 Census; and

WHEREAS, the Tulare County Association of Governments desires to support the 2010 Census by encouraging Census awareness and participation throughout Tulare County;

NOW, THEREFORE, BE IT RESOLVED THAT:

- 1) The TCAG Board approves the formation of the 2010 Census Tulare County Complete Count Committee (CCC) and agrees to serve as the Tulare County CCC; and
- 2) The TCAG Board directs staff to organize and implement Census outreach activities throughout Tulare County on behalf of the CCC and to contact community volunteers to participate in these outreach efforts; and
- 3) The TCAG Board authorizes staff to prepare and submit a Partner Support Program request form to the Census Bureau for the provision of Census outreach promotional products.

The foregoing Resolution was adopted upon the motion of Member _____, seconded by Member _____, at a regular meeting on the 15th day of June, 2009, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

TULARE COUNTY ASSOCIATION OF GOVERNMENTS

Mike Ennis
Chair, TCAG

Ted Smalley
Executive Director, TCAG