

Tulare County Association of Governments

AGENDA ITEM IV-I

July 20, 2009

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SUBJECT:

Information: First meeting of the 2010 Census Tulare County 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 approved the formation of the Tulare County CCC in June 2009 and is serving as the CCC for Tulare County. Census outreach activities will be conducted by community volunteer outreach partners. 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 goal of the Tulare County CCC is to help inform local residents about the importance and confidentiality of 2010 Census and encourage their participation.

The purpose of the Tulare County CCC's first meeting is to provide information regarding outreach efforts currently being pursued by staff and to receive input from CCC members about potential additional avenues for reaching county residents. This meeting also allows the Tulare County CCC to be recognized by the Census Bureau as an active partner CCC for the Partner Support Program.

Staff is currently in the process of contacting and meeting with representatives from various community based organizations to develop a volunteer network of CCC outreach partners who will assist in Census promotional activities. Outreach venues being pursued are outlined below:

Government

Tulare County Health & Human Service Agency – TulareWorks, Area Agency on Aging, Senior Centers, Health Care Centers

Tulare County Community Development and Redevelopment Agency

Tulare County RMA – Rural area utility billings

Tulare County Library – Branch libraries and Bookmobile

Tulare County Housing Authority – Farm Labor Camps

Tulare County Website

Cities of Dinuba, Exeter, Farmersville, Lindsay, Porterville, Tulare, Visalia, and Woodlake

Education

Tulare County Office of Education – Migrant Education, Curriculum Council
Rural School Districts

Community Based Organizations

Proteus

C-SET

Valley Catholic Charities

Southeast Asian Council

Self-Help Enterprises

ABLE Industries

Proyecto Campesino

Family Healthcare Network

United Way of Tulare County

FoodLink for Tulare County

Business

Tulare Kings Hispanic Chamber of Commerce

Cities' local Chambers of Commerce

Swap meets

Media

California Newspaper Publishers Association

Input from CCC members regarding additional possibilities for Census outreach is invited.

The State of California has recently established a State CCC, which is holding 20 Census kick-off events throughout the state. An event is currently planned to be held in Visalia on September 3, 2009 from 8:30a.m to 3:00p.m. at the City of Visalia Anthony Recreation Center on Jacob Street. Invitations will be sent through the Census Bureau and Tulare County CCC members are encouraged to attend.

ATTACHMENTS:

None