

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Hugh R. Riley, Assistant City Manager 

DATE: March 18, 2009 (CC Meeting of 4/1/09)

SUBJECT: Consider Partnership Agreement with U.S. Bureau of the Census for the 2010 Census

BACKGROUND

The U.S. Constitution requires a national census once every 10 years. It is a count of everyone residing in the United States and affects political representation and directs the allocation of billions of dollars in government funding. The Census Bureau is seeking partnerships with the local governments, community-based organizations, faith-based organizations, schools, media, businesses and others to help ensure a complete and accurate 2010 Census.

DISCUSSION

The City Council is being asked to consider entering into a 2010 Census Partnership Agreement wherein the City will provide the following in support of the project:

- Appoint a liaison to work with the Census Bureau
- Encourage employees and constituents to complete and mail their questionnaire
- Provide a link to the 2010 Census Web Site from the City's Web Site
- Use and distribute educational materials
- Issue and publicize a public endorsement for the 2010 Census
- Place 2010 Census Articles in the City's Quarterly Newsletter if published
- Highlight key 2010 Census operational events in the newsletter and on Channel 10.

FISCAL IMPACT

There are no direct costs associated with the partnership agreement other than staff resources to provide the above and the appointed Liaison's time. It is estimated that every person counted in a local jurisdiction translates to approximately \$1,000 in Federal resources annually to that jurisdiction.

Honorable City Council
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A copy of the Partnership Agreement as well as additional information about the 2010 Census is attached.

STAFF RECOMMENDATION

Approve the 2010 Census Partnership Agreement and Authorize Mayor to sign.

Attachment: 2010 Census Partnership Agreement and Information



IT'S IN OUR HANDS

2010 Census Partnership Agreement Form

Thank you for becoming an official 2010 Census partner! The U.S. Census Bureau appreciates your support in ensuring the success of this monumental effort.

Your support as a 2010 Census partner is important. Here's why:

- ▶ Every year, more than \$300 billion in federal funds are awarded to states and communities based on census data. That's more than \$3 trillion distributed over a 10-year period.
- ▶ Census data guide local decision-makers in important community planning efforts, including where to build new roads, hospitals and schools.
- ▶ Census data affect your voice in Congress. The census determines how many seats each state will have in the U.S. House of Representatives as well as the redistricting of state legislatures, county and city councils, and voting districts.

The goal of the Census Bureau's partnership program is to combine the strengths of local governments, community-based organizations, faith-based organizations, schools, media, businesses and others, to ensure a complete and accurate 2010 Census. The Census Bureau will provide promotional materials, regular updates and data assistance to partners to assist in this effort. Together, through this partnership, we can ensure the 2010 Census message is delivered to every corner of the nation. **Achieving a complete and accurate 2010 Census is in our hands.**

ATTACHMENT I

There are many ways your organization can get involved and support the 2010 Census:

**Please check activities in which you are interested in participating.*

- | | |
|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Use 2010 Census drop-in articles, messages and logos in newsletters, mailings, and other in-house communications (e-mail, Web site, etc.). <input checked="" type="checkbox"/> Appoint a liaison to work with the Census Bureau. <input checked="" type="checkbox"/> Encourage employees and constituents to complete and mail their questionnaire. <input type="checkbox"/> Display and/or distribute 2010 Census promotional materials. <input type="checkbox"/> Identify job candidates and/or distribute and display recruiting materials. <input type="checkbox"/> Provide space to test job applicants. <input type="checkbox"/> Provide space to train new employees. <input type="checkbox"/> Provide space for Be Counted sites and/or Questionnaire Assistance Centers. <input type="checkbox"/> Provide volunteers for census promotional events. <input type="checkbox"/> Put the 2010 Census on the agenda at meetings and/or allow presentations by Census Bureau staff. <input type="checkbox"/> Organize and/or serve as a member on a Complete Count Committee. <input type="checkbox"/> Sponsor community events to promote participation in the 2010 Census. <input type="checkbox"/> Allow the Census Bureau to post your organization's name on the 2010 Census Web site. <input checked="" type="checkbox"/> Link to the 2010 Census Web site from your organization's Web site. | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Use and distribute educational materials. <input type="checkbox"/> Participate in a speakers bureau for the 2010 Census. <input type="checkbox"/> Provide a translator and/or translate 2010 Census materials. <input checked="" type="checkbox"/> Issue a public endorsement for the 2010 Census and send an endorsement to members, chapters or affiliates. <input checked="" type="checkbox"/> Place 2010 Census articles in your newspapers/newsletters/magazines. Write census editorials, and cover census events/programs. Donate space for census advertisements. <input type="checkbox"/> Air 2010 Census PSAs and B-Roll, and cover census events/programs. <input type="checkbox"/> Engage regional and local chapters of your organization. <input type="checkbox"/> Provide speaking opportunities and exhibit space at conferences or trade shows. <input type="checkbox"/> Participate in 2010 Census partnership kick-off meetings. <input checked="" type="checkbox"/> Highlight key 2010 Census operational events in newsletters or other publications. <input type="checkbox"/> Volunteer or participate in Census Bureau-sponsored events. <input type="checkbox"/> Other: _____ |
|--|--|

We would like to acknowledge your organization as a partner for the 2010 Census. Please fill out the information below so we can keep you and your organization updated on what's happening with the 2010 Census communications campaign, send you updates on relevant events and activities and provide you with outreach materials.

Name: Janice S. Parvin
 Title: Mayor
 Organization: City of Moorpark
 Phone: (805) 517-6281
 E-mail: _____
 Signature: _____
 Date: April 1, 2009

Name: _____
 Title: _____
 Organization: U.S. Census Bureau
 Phone: _____
 E-mail: _____
 Signature: _____
 Date: _____

Please return this agreement to: U.S. Census Bureau 9301 Corbin Ave. #1000, Northridge CA 91324

Congratulations and thank you again for being an official 2010 Census partner! Together, through this partnership, we can ensure a complete and accurate 2010 Census.



2010 CENSUS: *Frequently Asked Questions*

Why should everyone participate in the 2010 Census?

Census data shape the future of your community and define your voice in Congress.

- ▲ Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and more.
- ▲ Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- ▲ The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.

How will the 2010 Census differ from previous census efforts?

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

Will the information the Census Bureau collects remain confidential?

Yes. Every Census Bureau worker takes an oath for life to protect the confidentiality of census responses. Violation would result in a jail term of up to five years and/or fine of up to \$250,000. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies.

Why are partners so important to the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including state and local governments, community- and faith-based organizations, schools, media, businesses and others. The Census Bureau relies on partners to help explain the importance of completing the 2010 Census message to people in every corner of the United States. This is particularly important in areas isolated by language or geography. By joining forces with partners, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone.

2010 Census Timeline: Key Dates

Fall 2008	Recruitment begins for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address list nationwide.
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February - March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.

For more information about the 2010 Census, please go to www.census.gov/2010census.



2010 CENSUS: IT'S IN OUR HANDS

What You Need to Know about the 2010 Census

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As a 2010 Census partner, you can educate your community about the importance of participating in this historic event and help ensure no one is left uncounted. You can help your community receive the fiscal and social benefits to which it is entitled. **Achieving a complete and accurate 2010 Census is in our hands.**

The Census: A Snapshot

- ▲ The U.S. Constitution requires a national census once every 10 years.
- ▲ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▲ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

It's in Our Hands: Your Participation in the 2010 Census Matters

- ▲ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▲ Census data guide local decision-makers in important community planning efforts, including where to build new roads, hospitals and schools.
- ▲ Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.

Completing the 2010 Census Questionnaire: Simple and Safe

- ▲ The 2010 Census questionnaire asks only a few simple questions of each person—name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.
- ▲ The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.

www.census.gov/2010census



IT'S IN OUR HANDS

Become a 2010 Census Partner

In 2010, the U.S. Census Bureau will issue a call to action for every resident of our nation: "Be Counted."

The 2010 Census is important. It determines the distribution of \$300 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

Your support of the 2010 Census matters. Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. A complete and accurate count is in our hands.

Why should you partner with the 2010 Census?

- **Bring jobs to your community.** The Census Bureau will hire hundreds of thousands of people nationwide for temporary census jobs. You can recruit applicants in your community and help boost your local economy.
- **Get the funding your community deserves.** Census data are used to allocate billions of dollars in government funding and guide where to build roads, schools, job training centers and more. An incomplete count could mean your community does not receive its fair share of funding.
- **Ensure your interests are represented.** Census data will determine how many seats each state will have in Congress and impact redistricting of state and local districts.

Take action:

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. As a partner, you can:

- Include census information in newsletters, mailings and online.
- Sponsor meetings or other events to encourage participation in the census.
- Help recruit census workers.
- Provide space for testing and training census employees.
- Issue a proclamation or other public endorsement for the 2010 Census.

For more information about becoming a 2010 Census partner, go to www.census.gov/2010census.

**CENSUS
PARTNERS**

FAST FACTS ABOUT THE CENSUS

Safe. The Census Bureau protects information that identifies respondents or their households for 72 years.

Easy. The questionnaire contains only a few simple questions and takes just a few minutes to answer and return by mail.

Everyone counts. The census is a count of everyone living in the United States, including all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.

Coming soon. Census questionnaires will be mailed in March 2010.