

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: David A. Bobardt, Community Development Director
By: David Lasher, Senior Management Analyst

DATE: February 18, 2009 (CC Meeting of 3/3/2010)

SUBJECT: Consider Efforts Supporting Census 2010



BACKGROUND/DISCUSSION

Efforts to promote participation in Census 2010 are ongoing nationally with print, radio and television public service announcements appearing in venues such as Super Bowl spots and during the recent Winter Olympics coverage.

In Moorpark, the City's involvement in Census 2010 officially commenced on April 1, 2009 when the City entered into a partnership agreement with the U.S. Bureau of the Census for the 2010 Census.

As part of the April 2009 agreement, the City agreed to:

- Appoint a liaison to work with the Census Bureau.
- Encourage employees and constituents to complete and mail their [census] questionnaire.
- Provide a link to the Census 2010 website from the City's website.
- 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.

With respect to the agreement, the City has taken the following actions:

- Senior Management Analyst David Lasher was appointed as the liaison to work with the Census Bureau on Census promotion.
- Employees and constituents have been encouraged to complete and mail their [census] questionnaire.
- A link to the 2010 Census website from the City's website was created and is currently active.

- Staff received and is distributing bilingual promotional and educational materials at City venues including, but not limited to, City Hall, recreational centers, the City Library and the Senior Center. Flyers and posters are also being distributed to local businesses, churches and to the school district.
- During the Council meeting on February 3, 2010, the opening of the Regional Census Office was announced and all Moorpark residents were encouraged to participate in Census 2010.
- Several bilingual slides are being featured on Channel 10, promoting the “It’s in Our Hands” message associated with Census Day.
- Census 2010 will be promoted in upcoming refuse bill inserts and in the May recreational brochure with residents encouraged to complete their questionnaire if they did not complete their form on Census Day.

Additionally, staff met with a census representative in January with respect to canvassing in areas of Moorpark with lower return rates. Responding to this concern, census employees provided outreach in the downtown area on January 7, 2010, walking throughout the area distributing free tote bags and bilingual census literature.

Staff is providing support to local census officials as well. The City Council on February 3, 2010 voted to waive facility rental fees associated with census testing and training classes to be held at the Arroyo Vista Recreation Center in April 2010.

Currently, census promotional materials are available in English and Spanish, as provided by census officials.

FISCAL IMPACT

There are no direct costs associated with the previous partnership agreement or other current efforts to support Census 2010 other than staff resources to provide the approved items and the appointed liaison’s time. It is estimated that every person counted translates to approximately \$1,400 in federal funding for infrastructure and services annually.

STAFF RECOMMENDATION

Receive and file report.