

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Manager – Approve establishment of the 2010 Census Complete Count Ad Hoc Committee and the application/selection process

RECOMMENDATION

Recommendation of the City Manager that City Council approve the establishment of the 2010 Census Complete Count Ad Hoc Committee and approve the application for individuals to use in applying to be considered for appointment to the Committee.

BACKGROUND

For the 2000 Census, the Complete Count Committee consisted of 12 members from Torrance Unified School District, utility companies, businesses, League of Women Voters, and residents. During that time, the committee formed and implemented a public information plan that complements the work done by the U.S. Census Bureau. The committee's activities included placing census information in movie theaters, on the city's web page and CitiCABLE3; hanging banners on overpasses; and delivering or mailing more than 30,000 letters and flyers in about six different languages to churches, schools and residences.

Census data is used:

- To award federal grants to states and communities for more than \$300 billion per year
- Guide local decision-makers with important community planning efforts, including where to build new roads, hospitals and schools
- Determine 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
- Assist the City with pertinent decisions that rely on demographics, such as housing, business and emergency services.

Plans for the U.S. 2010 Census Bureau got underway in late August 2008. Staff met with representatives from the U.S. 2010 Census Bureau to discuss the City's involvement and support of the 2010 Census. The U.S. 2010 Census Bureau and the City of Torrance have established a partnership to generate public awareness to ensure a complete and accurate count for the 2010 Census.

Part of this effort is the establishment of the 2010 Census Complete Count Committee to coordinate outreach efforts and promotion of the 2010 Census to our community. This

outreach campaign is to inform residents of the 2010 Census. Coordination with homeowner associations, Torrance Unified School District, utility companies, businesses, faith-based organizations and non-profits will be instrumental in promoting the importance of the 2010 Census.

To date, the City of Torrance has partnered with the 2010 Census to assist with recruitment of census staff and provided use of City facilities for testing and training sites. Staff worked with 2010 Census staff to determine participant statistical areas which includes splitting a census tract that exceeds a population of 8,000 or more.

ANALYSIS

A Complete Count Committee (CCC) is a volunteer committee established by local government to increase awareness about the 2010 Census and motivate residents in the community to respond. The CCC works best with a cross section of community representatives from government agencies, education, business, religious organizations and the media.

Mission of the Committee

The 2010 Census Complete Count Committee's mission is to influence every member of the jurisdiction to complete the 2010 Census questionnaire in a timely and accurate manner.

Goals of the Committee

- Increase the response rate for residents mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each CCC member to design and implement a Census awareness campaign targeted to the community.
- Bring together a cross section of community members/leaders whose focus is 2010 Census Awareness.
- Speaks the language of the community and makes sure each resident is aware of the importance of an accurate census count.

Committee Formation and Structure

The composition of the committee should include Members of the Complete Count Committee: individuals, groups, community-based organizations, faith-based organizations, businesses, elected officials and anyone that can assist in reaching the hard to count population.

The size of the committee can vary. Staff recommends a committee size of 12 members similar to the 2000 Census Complete Count Committee.

Committee Requirements

1. The City will use some of the same criteria and process for appointing ad hoc committee members. Ad hoc committees are appointed by the Mayor and convene for a short period of time. Ad hoc committees are created and should exist only for the life of the assigned

subject matter and should not be continually reconstituted. Torrance residency will not be required for this Committee.

2. Quorum for the Committee will be contingent on the number of committee members.
3. Meetings will be public and subject to the Brown Act.
4. The Committee will meet in the Civic Center. Date and time will need to be determined.
5. The Committee will lead in overall planning and outreach activities for the 2010 Census.
6. The Committee will work to fulfill the purpose and goal of the Committee.
7. Each Committee member will be allowed to miss no more than three (3) meetings. If a member does not attend three regular meetings; then that member's membership on the Committee shall terminate automatically.
8. The Committee should issue quarterly status reports and recommendations to the City Council and shall transmit a final report to the City Council no later than March 2011.

Staffing the Committee

The Committee will be staffed by one (1) staff liaison assigned by the City Manager. There is no budget established for this staff member to the Committee. The staff is a salaried permanent employee and will be assigned this task. The liaison will assist the Committee and Chair to ensure that meeting agendas are prepared, action items are followed up on and information is gathered as needed for each meeting.

Application for the Committee

An application will be developed for those individuals interested in being considered for Committee appointment. Interested community members may obtain an application online or from the City Clerk's Office.

Information will include skills, abilities, experience, community involvement and interest in the importance of an accurate 2010 Census Count.

The Mayor will appoint members from the pool of applicants at a City Council meeting.

Timeline

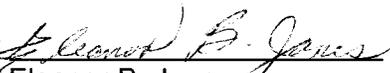
- Apply for membership to the 2010 Census Complete Count Committee
- Last day to submit application
- Mayor appoints members to the 2010 Census Complete Count Committee
- First 2010 Census Complete Count Committee Meeting

Staff can work with the City Clerk on advertising and circulating applications to the community.

The Resolution will be returned at the next City Council meeting scheduled for June 16, 2009.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By 
Eleanor B. Jones
Management Associate

CONCUR:


LeRoy J. Jackson
City Manager

Attachment: 2010 Census Fact Sheet



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



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

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| 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.