

Council Meeting of
July 28, 2009

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

Members of the Council:

SUBJECT: Appoint members to the 2010 Census Complete Count Ad Hoc Committee

RECOMMENDATION

Recommendation of the City Manager that City Council review applications and the Mayor appoint members to the 2010 Census Complete Count Ad Hoc Committee. The City Clerk will administer the oath of office to members present.

Funding

Not applicable.

BACKGROUND AND ANALYSIS

The City Council approved the establishment of the 2010 Census Complete Count Ad Hoc Committee and application/selection process on June 9, 2009. The mission, committee goals, committee structure, committee requirements, application process and timeline are outlined in the item (Attachment A).

In an effort to conserve paper, the link to the June 9, 2009 City Council Item 12C can be found at http://torrance.granicus.com/AgendaViewer.php?view_id=8&clip_id=7014.

On June 16, 2009, City Council approved Resolution No. 2009-61 to allow the creation of the 2010 Census Complete Count Committee to raise awareness of and participation in the 2010 Census. The duties and powers of the Committee are found in Sections 1, 2 and 3 of the Resolution (Attachment B).

It is the policy of the City Council that the Mayor appoints Ad Hoc committees that convene for a short period of time. Ad Hoc committees are created and only exist for the life of the assigned subject matter and should not be continually reconstituted.

A total of 11 applications have been received from members of the community interested in membership to the 2010 Census Complete Count Ad Hoc Committee. The applications have been reviewed and each meets the criteria for being a member of the Census Committee.

The Mayor will appoint the following to the 2010 Census Complete Count Ad Hoc Committee:

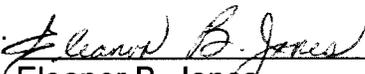
William Blischke
Scott Gobble
Deane Haddon
Mary Kate Hunt
Tehmina Khan
Jillee Kim

Leilani Kimmel-Dagostino
Dale Korman
William Pruvost
Mei Ling See
Lorna Rice

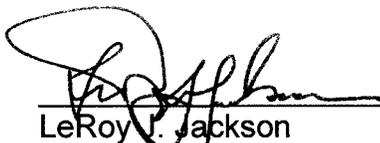
The Committee's first meeting will be held on Thursday, August 20, 2009 at 5:00 p.m. in the City Manager's Assembly Room located at 3031 Torrance Blvd. 3rd Floor, Torrance, CA.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By: 
Eleanor B. Jones
Management Associate

CONCUR:


LeRoy J. Jackson
City Manager

- Attachments: A) June 9, 2009 City Council Item 12C
B) Resolution No. 2009-61
C) Committee Applications (limited distribution)

Council Meeting of
June 9, 2009

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.

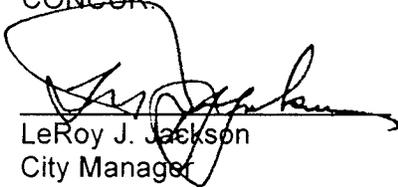
The Resolution will be returned at the next City Council meeting scheduled for June 16, 2009.

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By 
Eleanor B. Jones
Management Associate

CONCUR:


LeRoy J. Jackson
City Manager

Attachment: 2010 Census Fact Sheet

Council Meeting of
June 9, 2009

SUPPLEMENTAL

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

Members of the Council:

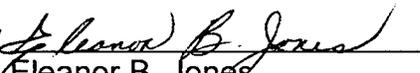
SUBJECT: City Manager - Supplemental Information to Item 12C

The timeline for the 2010 Census Complete Count Ad Hoc Committee is as follows.
The dates were inadvertently deleted from the item.

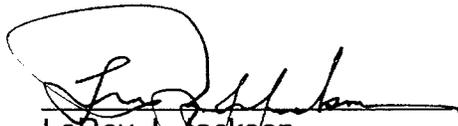
- 6/12/09 Apply for membership to the 2010 Census Complete Count Committee
- 7/17/09 Last day to submit application
- 7/28/09 Mayor appoints members to the 2010 Census Complete Count Committee
- 8/20/09 First 2010 Census Complete Count Committee meeting

Respectfully submitted,

LeROY J. JACKSON
CITY MANAGER

By 
Eleanor B. Jones
Management Associate

CONCUR:


LeRoy J. Jackson
City Manager

RESOLUTION NO. 2009-61**A RESOLUTION BY THE TORRANCE CITY COUNCIL CREATING A 2010 CENSUS COMPLETE COUNT COMMITTEE TO RAISE AWARENESS OF AND PARTICIPATION IN THE 2010 DECENNIAL CENSUS AND PROVIDING FOR THE APPOINTMENT OF ITS MEMBERS AND ITS POWER AND DUTIES**

WHEREAS, the Torrance City Council deems it necessary to create a 2010 Census Complete Count Committee for the purpose of raising Torrance residents' awareness of and participation in the 2010 Decennial Census and to ensure a complete and accurate count of the City's population, and

WHEREAS, the Committee members shall be Torrance residents,

NOW, THEREFORE, the City Council of the City of Torrance resolves as follows:

SECTION 1. CREATION, MEMBERSHIP, MEETINGS AND DUTIES

1. The Torrance 2010 Census Complete Count Committee is hereby created to raise Torrance residents' awareness of and participation in the 2010 Decennial Census.
2. The Committee shall be made up of twelve members selected by City Council. Torrance residency will not be required for this Committee. The City will use some of the same criteria and process for appointing Ad Hoc Committee members. Ad Hoc members are appointed by the Mayor and convene for a short period of time.
3. Eight members will constitute a quorum.
4. The Committee shall select a chair and vice chair at its first meeting.
5. Meetings will be public and subject to the Brown Act.
6. The Committee's first meeting will be held in the City Manager's Assembly Room at 5 p.m. on Thursday, August 20, 2009. The time and place of subsequent meetings will be determined by the Committee.
7. The Committee will lead in overall planning and outreach activities for the 2010 Census.
8. If a member of the Committee does not attend two (2) consecutive regular meetings unless excused by the Committee, membership shall terminate automatically; provided, however, that if a member misses more than twenty-five (25) percent of all the regular and adjourned regular meetings in any four (4) consecutive calendar quarters unless excused in advance by the City Council, membership shall terminate automatically; and provided further that a member will be deemed absent from a meeting unless present during at least two-thirds (2/3) of the time of the entire meeting.
9. The Committee shall 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.
10. The Committee shall expire on March 31, 2011, or upon the presentation to the City Council of the Committee's final report, whichever comes first.

