

TO: James L. App, City Manager

FROM: Ann Robb, Director, Library and Recreation Services

SUBJECT: Census

DATE: February 2, 2010

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Needs: For the City Council to consider a resolution affirming support of, and partnership with, 2010 Census

Facts:

1. The U.S. Census Bureau is required by the U.S. Constitution to conduct a count of the population. April 1, 2010 is National Census Day.
2. More than \$400 billion dollars per year in federal and state funding is allocated to communities. Decisions about these allocations are made in part by census data.
3. A united effort from business, government, community organizations, educators, and the media will help the 2010 Census message reach a broader audience, resulting in a more accurate count.
4. A "Complete Count Committee (CCC)" has been formed to help in the census effort in San Luis Obispo County. The City of Paso Robles is participating in CCC activities.
5. CCC activities are simple but effective. Examples of activities are linking to the Census website from the city website, encouraging employees and constituents to complete their questionnaires, and distributing materials provided by the Census Bureau through the City Library and other City outlets. Adopting a resolution in support of the U.S. Census is among the suggested activities.

Analysis & Conclusion: An accurate census count is vital to our City because it is used to make federal and state funding decisions. An accurate count also informs us about our growing and changing population. In order to reach a broad audience, a "Complete Count Committee" has been formed. The committee is made up of representatives from government, community organizations, education, and the media. Committee activities, including a supporting resolution, help in the efforts of the U.S. Census Bureau.

Policy Reference: None

Fiscal Impact: None.

Options:

- a. Adopt Resolution No. 10-xxx affirming support and partnership with the 2010 Census.
- b. Amend, modify, or reject above option.

RESOLUTION NO. 10-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AFFIRMING SUPPORT OF AND PARTNERSHIP WITH  
2010 U.S. CENSUS

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WHEREAS, the U.S. Census Bureau is required by the U.S. Constitution to conduct a count of the population and provides a historic opportunity to help shape the foundation of our society and play an active role in American democracy; and

WHEREAS, the City of Paso Robles is committed to ensuring every resident is counted; and

WHEREAS, more than \$400 billion per year in federal and state funding is allocated to communities, and decisions are made on matters of national and local importance based, in part, on census data, including health care, community development, housing, education, transportation, social services, employment and more; and

WHEREAS, census data help determine how many seats each state will have in the U.S. House of Representatives and often is used for the redistricting of state legislatures, county and city councils and voting districts; and

WHEREAS, the 2010 Census creates hundreds of thousands of jobs across the nation; and

WHEREAS, every Census Bureau worker takes a lifetime oath to protect confidentiality and the Census Bureau ensures that the data identifying respondents or their household not be released or shared for 72 years; and

WHEREAS, a united voice from business, government, community-based and faith-based organizations, educators, media and others will allow the 2010 Census message to reach a broader audience, providing trusted advocates who can spark positive conversations about the 2010 Census;

THEREFORE BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles,

That the City of El Paso de Robles supports the goals and ideals for the 2010 Census and will disseminate 2010 Census information to encourage participation; and

That the City of El Paso de Robles asks its affiliates to work together to achieve an accurate and complete count; and

That the city of El Paso de Robles encourages people in the community to participate in events and initiatives that will raise the overall awareness of the 2010 Census and increase participation among all populations.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 2<sup>nd</sup> day of February, 2010, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Duane Picanco, Mayor

ATTEST:

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Lonnie Dolan, Deputy City Clerk