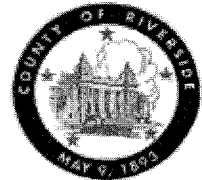


**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

140



FROM: Executive Office

SUBMITTAL DATE:
July 15, 2009

SUBJECT: Census 2010 Complete Count Committee

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve the formation of a Riverside County Complete Count Committee with the structure outlined in the attached organizational chart; and
2. Appoint two members of the Board of Supervisors to serve on the Steering Committee.

BACKGROUND: The County of Riverside is a local liaison to the Bureau of the Census for the conduct of the 2010 Census of Population and Housing. An accurate and complete count of Riverside county residents for the 2010 Census ensures an equitable distribution of Federal and State funds, equal representation in both California legislative bodies and Congress, and equality of the redistricting of the County Supervisorial Districts.

The County is now being asked to help educate the public about and promote household participation in the 2010 Census through the Complete Count effort. The actual census will take place in the spring, 2010, with the official Census Day being April 1, 2010. State and federal outreach has begun. Over the next eight months, a variety of activities will be undertaken at the local level to maximize citizen understanding and participation in the 2010 Census. *(continued)*

Kathryn Field, Deputy County Executive Officer

FINANCIAL DATA

Current F.Y. Total Cost:	\$ 100,000	In Current Year Budget:	Yes
Current F.Y. Net County Cost:	\$ 100,000	Budget Adjustment:	No
Annual Net County Cost:	n/a	For Fiscal Year:	FY 09-10

SOURCE OF FUNDS: TLMA GIS Budget

Positions To Be Deleted Per A-30	<input type="checkbox"/>
Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

County Executive Office Signature

BY:
Gary M. Christmas

Dept' Recomm.: Policy
Per Exec. Ofc.: Policy

 Consent
 Consent

Prev. Agn. Ref.:

District: All

Agenda Number:

3.3

It is recommended that a 2010 Census Complete Count Committee be formed based on the structure outlined in the attached organizational chart. The Steering Committee would consist of two members from the Board of Supervisors, two elected officials from CVAG, and two elected officials from WRCOG. The proposed structure mirrors the 2000 Census program, which successfully increased census participation in the County.

The Steering Committee would be supported by a Technical Advisory Committee consisting of staff from the County Executive Office, EDA, TLMA, WRCOG and CVAG with assistance from other departments, such as EDA. This committee, working in cooperation with its state and federal partners, will coordinate outreach with a variety of target groups to enlist their participation in promoting the upcoming census. A suggested Timeline and Activities list is attached, describing some of the activities that can be undertaken to help promote the 2010 Census.

In Census 2000, the state provided seed money to Riverside County, and the cities within the County funded a full-time coordinator for Complete Count education activities. The Executive Office continues to seek state and federal funding. The Board, as part of the FY 09-10 budget, reserved \$100,000 for census-related functions. Given the limited funding, it will be essential to tap into existing grass root organizations and coordinate effectively with state and federal efforts that can assist in ensuring everyone is counted in Census 2010.

Census preparation has included a number of related activities, such as: the Boundary Annexation Survey (BAS), Local Census Address Update (LUCA), Participants Statistical Area Program (PSAP) and Block Boundary Suggestion Program (BBSP). These programs can be summarized as follows:

- The BAS is an annual program designed to report changes to legal boundaries (such as tribal and city boundaries) to the Census Bureau. In the summer of 2008, the Census Bureau requested that the Transportation Land Management Agency (TLMA) Geographic Information System (GIS) consolidate reporting on behalf of the County and requesting jurisdictions.
- In the beginning of 2007, the LUCA program was initiated. The purpose of the LUCA program was to provide the most up-to-date address file to the Census Bureau to ensure an accurate mailing of the 2010 Census questionnaires. The Census Bureau's Master Address File (MAF) was reviewed and compared against County addresses by TLMA GIS. Over 100,000 missing residential addresses were added, supplementing the Census Bureau's MAF.

- In September 2008, PSAP was initiated. The purpose of this program was to solicit recommendations on the boundaries of new census tracts and census block groups and to identify unincorporated communities and their boundaries to be included as Census Designated Places (CDP). Staff from the Transportation and Land Management Agency, Executive Office, Board offices, Western Riverside Council of Government (WRCOG), Coachella Valley Council of Government (CVAG), Economic Development Agency (EDA), Sheriff Department, Planning Department, and cities worked together to identify 108 new census tracts, 222 new block groups, and 30 new CDPs. These boundaries are currently being reviewed by the Census Bureau. Once approved, these areas will be used to report the results of the 2010 Census, as well as the results of the American Community Survey (ACS). The ACS is an ongoing program that will collect detailed population and housing characteristics annually.
- The BBSP was undertaken in December of 2008. The County and the municipalities within the County were able to provide suggestions on the delineation of the block boundaries, which form the basis for census tract boundaries.

Suggested Census 2010 Complete Count Committee

Steering Committee
2 CVAG 2 BOS
2 WRCOG

**Technical Advisory
Committee**
1 County 1 WRCOG
1 CVAG
1 County Census Liaison

**West
Complete Count
Committee
(WRCOG)**

**East
Complete Count
Committee
(CVAG)**

**Complete Count Representatives from
Target Groups**

- Business & Resource
- Media
- Institutions
- Community Outreach
- Education
- Public Health & Safety
- Ethnic Groups
- Tribes
- Government
- Religious-based
- Housing/Homeless
- Utilities
- Youth

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Census 2010 Complete Count Committee Suggested Timeline and Activities

Now through September 2009

- Board of Supervisors approves the formation of a Census 2010 Complete Count Committee.
- CVAG Executive Committee approves the formation of a Census 2010 Complete Count Committee.
- WRCOG Executive Committee approves the formation of a Census 2010 Complete Count Committee.
- Meet with Census Bureau and State 2010 Census staff to coordinate activities.
- Identify target groups and representatives.

October – December 2009

- Identify community-based organizations and target groups. Hold meetings with leaders of the organizations and solicit their help in creating a census awareness campaign targeted for community residents.
- Place Census message in County and COG correspondence.
- Develop a Complete Count Committee web page.
- Include 2010 Census logo and message on brochures, newsletters and web site.
- Obtain promotional materials from the Census Bureau.
- Contact event organizers to arrange to have promotional materials available at events.
- Ask organizers to include a Census article or message in all of their publications.
- Host, with State and Federal Census staff, a Complete Count meeting within Riverside County.
- Make presentations to community groups on the importance of the Census.
- Place promotional materials at public counters.

January – March 2010

- Hold ceremonial kick-off to publicize delivery of Census forms.
- Provide information on federally-funded programs that have benefited Riverside County.
- Add a Census message to all meetings, events and correspondence.
- Intensify outreach and promotional activities, focusing on confidentiality and importance of Census.
- Ask elected officials to encourage residents to complete and return census questionnaires upon receipt.
- Declare April 1, 2010 Census Day in Riverside County.

April 2010

- Place public service announcements in local media encouraging residents to cooperate with census worker.