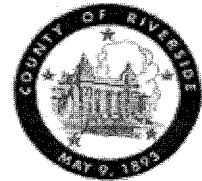


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**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



FROM: Executive Office

SUBMITTAL DATE:
Dec. 14, 2009

SUBJECT: Census 2010 Outreach Efforts

RECOMMENDED MOTION: That the Board of Supervisors

- 1) approve submitting a funding request to the California Complete Count Campaign;
- 2) approve the use of the Census logos on county correspondence through April 2010;
- 3) approve the occasional airing of video Census messages at Board of Supervisors' meetings through April 2010;
- 4) promote the census at county events and meetings.

BACKGROUND: Formation of the Riverside County Complete Count Committee on September 1, 2009 made this County eligible for funding from the California Complete Count Campaign. Approximately \$52,000 is available to Riverside to distribute to cities, community-based organizations, and other entities for marketing and outreach activities. Applications from counties are due during the first week of January, 2010, and require submission of a general outreach plan and implementation plan. These plans are being developed by Riverside's technical advisory subcommittee of the Complete Count Committee and will appear on the agenda of the next local census steering committee meeting. Riverside was just recently notified of this opportunity so it could not be discussed at the last steering committee meeting.

(continued)

Kathryn Field, Deputy County Executive Officer

FINANCIAL DATA	Current F.Y. Total Cost:	\$0	In Current Year Budget:	no
	Current F.Y. Net County Cost:	\$0	Budget Adjustment:	no
	Annual Net County Cost:	\$0	For Fiscal Year:	FY 2009-10

SOURCE OF FUNDS: State of California	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

BY:
Gary M. Christmas

County Executive Office Signature

Dept't Recomm.: Consent Policy
 Per Exec. Ofc.: Consent Policy

Prev. Agn. Ref.: 3.9 of 9/1/09

District: ALL

Agenda Number:

3.4

Census 2010, continued

The \$100,000 for census activities that the Board appropriated in the FY 2009-10 budget will serve as an in-kind match to the State funds. It is expected that the grant funds will be distributed primarily for use in communities that have been historically undercounted. It is estimated by the Census Bureau that only 68% of Riverside county residents were counted in the 2000 census. For each person not counted, this area loses approximately \$12,000 in federal funding (over 10 years).

As part of the grant award the county is required to coordinate a March 20, 2010 event in observance of "Be Californian, Be Counted" Day. Ideas for this event will be presented to the Steering Committee at its January 11 meeting.