

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

127A



FROM: Executive Office

SUBMITTAL DATE:
Feb. 21, 2010

SUBJECT: Proclamation Declaring March 2010 as Census Month

RECOMMENDED MOTION: That the Board of Supervisors proclaim March, 2010 as Census Month and March 20, 2010 as Be Californian. Be Counted. Day.

BACKGROUND: The Riverside County Complete Count Committee was formed in September 2009 to promote the 2010 Census. As part of the promotional effort, staff from the Executive Office, Economic Development Agency, and Transportation & Land Management have been working with other county departments and agencies. A key component of this outreach has been the website at www.rccensus.org. The attached proclamation brings additional focus to Census 2010, and reminds residents to complete their census forms when they arrive in mid-March. In addition, the attached letter will be sent via email to all 6,132 businesses registered with Riverside County.

Departmental Concurrence

Kathryn Field

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:	n/a
SOURCE OF FUNDS: n/a				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

Gary M. Christmas

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

Prev. Agn. Ref.:

District: ALL

Agenda Number:

2.3

**United States Census
Census Month, March 2010**

Whereas, the Board of Supervisors of Riverside County supports an accurate and complete Census count; and

Whereas, the Census is a mechanism for the allocation of federal funds and determination of political representation; and

Whereas, Census data is used to allocate over \$472 million to Riverside County health, social, public safety, and development programs annually; and

Whereas, participation in the Census by mail response is the most cost-effective method of enumeration, and Census forms will be distributed this month; and

Whereas, with a dispersed population and many homeless, minority and transient residents, Riverside is the fifth-hardest county to count in California; and

Whereas, Census Month is an opportunity for government, industry, and community based organizations to recognize the potential of an accurate Census and to work together to encourage participation for a prosperous and sustainable future; and

Whereas, the State of California has designated March 20, 2010 as Be Californian.Be Counted.Day;

Therefore, be it resolved that the Riverside County Board of Supervisors does hereby proclaim March 2010 as Census Month and encourages all community members, agencies and businesses of Riverside County to participate in local and regional promotion and educational activities.

March is Census Month!

On behalf of Riverside County, it is my pleasure to invite you to learn more about a very important upcoming event: the 2010 Census. The census is a count of everyone in the United States. This includes people of all ages, races, ethnic groups, citizens and noncitizens, regardless of immigration status.

The 2010 Census is important to you, your business, your family and your community because the information you provide helps guide local decision-makers on where to build new roads, hospitals, schools, and child-care and senior centers. It also impacts planning for job-training programs, enhanced legal services and other social services. Participating in the census is one of the easiest ways to help improve the quality of life in our community.

In addition, census data are critical to help companies make strategically and fiscally sound decisions that spur and sustain economic development and growth. A stronger local economy will benefit businesses by making it easier to attract employees and sell products and services.

Census data help inform critical business decisions companies make, from marketing and capital spending to merchandising and work force decisions. Census data also can help businesses understand customers' demographic needs to better tailor products and services. For more information on the importance of the census for businesses, please visit the web page: <http://2010.census.gov/partners/toolkits/toolkits-business.php>

The 2010 Census is easy, important and safe. By law, the Census Bureau cannot share your answers with anyone, including other government agencies. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

Please join us at the event below to learn more about how the 2010 Census benefits you and why you should participate. We can't move forward until you mail it back!

- March 20 Be Californian, Be Counted Day celebration at 10 a.m., Vernola Family Park, 5211 Wineville Ave, Mira Loma, 92586

Marion Ashley, Chairman
Riverside County Board of Supervisors