

**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

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Ashley, seconded by Supervisor Stone and duly carried,
IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Tavaglione, Stone, Benoit and Ashley
 Nays: None
 Absent: Buster
 Date: March 2, 2010
 xc: E.O.

Kecia Harper-Ihem
 Clerk of the Board

By: *[Signature]*
 Deputy

Prev. Agn. Ref.: | **District:** ALL | **Agenda Number:**

**ATTACHMENTS FILED WITH
THE CLERK OF THE BOARD**

2.3

☐ Policy
☐ Policy
☐ Consent
☐ Consent
☒ Dep't Recomm.
☒ Per Exec. Ofc.

**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.