

# REQUEST FOR BOARD ACTION

## HENDERSON COUNTY BOARD OF COMMISSIONERS

**Meeting Date:** March 2, 2009

**Subject:** 2010 Census Complete Count Committee

**Attachments:** 1. 2010 Census Information

### SUMMARY OF REQUEST:

Efforts for completing the 2010 Census are well underway. The U.S. Constitution requires a decennial count of all persons in the United States. Regional and area Census Bureau officials contacted county staff to coordinate efforts for a complete count of Henderson County residents. The County Manager directed the Planning Director to serve as the primary liaison with the Census Bureau. The Planning Department Staff met with Census officials to discuss how Henderson County can support the counting efforts.

The Census Bureau asks that each jurisdiction establish a "Complete Count Committee" (CCC). A CCC is a volunteer committee established by local governments to increase awareness about the census and motivate residents to respond. The committee works best when it includes a cross section of community representatives from government agencies, education, business, religious organizations, and the media.

A commissioner is needed to work with the Planning Director to establish and organize the Henderson County Complete Count Committee. The Planning Director is available to serve as the committee chair, coordinate the activities of the committee, and serve as the liaison with the Census Bureau. . Several sub-committees will also be established (see attachment for more detailed information). Census and Planning Staff established a tentative kick-off meeting date for the committee. The first meeting will be Thursday, March 12, 2009 at 9:00am in the meeting room of the King Street Office Building. Census staff will give instructions and guidance for the committee's purpose and objectives. Planning Staff is contacting probable committee members for this kick-off meeting. There are a variety of representatives needed for the committee including government, education, media, community based organizations, ethnic groups, business organizations, and faith based representatives.

A complete count is important to Henderson County as it directly impacts the amount of federal and state funds received (i.e. sales tax, grants, etc.)

### BOARD ACTION REQUESTED:

Planning Staff requests the Board designate a commissioner to work with the Planning Director to establish the Complete County Committee and coordinate its efforts. It is expected that the commissioner for this project will serve as the public spokesperson for Census related issues.

### Suggested Motion:

I move that the Board appoint Commissioner \_\_\_\_\_ to work with the Complete County Committee and Planning Staff regarding the 2010 Census.



# 2010 CENSUS: IT'S IN OUR HANDS

## *What You Need to Know about the 2010 Census*

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As a 2010 Census partner, you can educate your community about the importance of participating in this historic event and help ensure no one is left uncounted. You can help your community receive the fiscal and social benefits to which it is entitled. **Achieving a complete and accurate 2010 Census is in our hands.**

### **The Census: A Snapshot**

- ▲ The U.S. Constitution requires a national census once every 10 years.
- ▲ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▲ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

### **It's in Our Hands: Your Participation in the 2010 Census Matters**

- ▲ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▲ Census data guide local decision-makers in important community planning efforts, including where to build new roads, hospitals and schools.
- ▲ Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.

### **Completing the 2010 Census Questionnaire: Simple and Safe**

- ▲ The 2010 Census questionnaire asks only a few simple questions of each person—name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.
- ▲ The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.

[www.census.gov/2010census](http://www.census.gov/2010census)



## 2010 CENSUS: *Frequently Asked Questions*

### **Why should everyone participate in the 2010 Census?**

Census data shape the future of your community and define your voice in Congress.

- ▲ Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and more.
- ▲ Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- ▲ The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.

### **How will the 2010 Census differ from previous census efforts?**

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

### **Will the information the Census Bureau collects remain confidential?**

Yes. Every Census Bureau worker takes an oath for life to protect the confidentiality of census responses. Violation would result in a jail term of up to five years and/or fine of up to \$250,000. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies.

### **Why are partners so important to the 2010 Census campaign?**

More than 140,000 organizations supported Census 2000, including state and local governments, community- and faith-based organizations, schools, media, businesses and others. The Census Bureau relies on partners to help explain the importance of completing the 2010 Census message to people in every corner of the United States. This is particularly important in areas isolated by language or geography. By joining forces with partners, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone.

### **2010 Census Timeline: Key Dates**

<b>Fall 2008</b>	Recruitment begins for local census jobs for early census operations.
<b>Spring 2009</b>	Census employees go door-to-door to update address list nationwide.
<b>Fall 2009</b>	Recruitment begins for census takers needed for peak workload in 2010.
<b>February - March 2010</b>	Census questionnaires are mailed or delivered to households.
<b>April 1, 2010</b>	Census Day
<b>April - July 2010</b>	Census takers visit households that did not return a questionnaire by mail.
<b>December 2010</b>	By law, Census Bureau delivers population counts to President for apportionment.
<b>March 2011</b>	By law, Census Bureau completes delivery of redistricting data to states.

**For more information about the 2010 Census, please go to [www.census.gov/2010census](http://www.census.gov/2010census).**



# 2010 CENSUS: IT'S IN OUR HANDS

## *What Elected Officials Need to Know about the 2010 Census*

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As an elected official, you work daily to secure the best interests of your constituents and to ignite positive change for your community. By becoming a 2010 Census partner, you can help ensure that everyone in your community is counted so that your community receives its fair share of important services and resources. **Achieving a complete and accurate 2010 Census is in our hands.**

### **The Census: A Snapshot**

- ▲ The U.S. Constitution requires a national census once every 10 years.
- ▲ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▲ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

### **It's in Our Hands: Your Community's Participation in the Census Matters**

- ▲ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▲ Census data guide planning for new hospitals, schools and other services.
- ▲ Census data is used to determine the most need for additional social services, including who receives community development block grants and other grant programs essential to many communities.

### **Completing the 2010 Census Questionnaire: Simple and Safe**

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[www.census.gov/2010census](http://www.census.gov/2010census)



## 2010 CENSUS: *Frequently Asked Questions*

### Why should everyone participate in the 2010 Census?

The 2010 Census will shape the future of your community, define your voice in Congress and generate local employment opportunities for your constituents.

- ▲ Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and more.
- ▲ Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- ▲ The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.
- ▲ Local communities use census data to gauge the financial health of the community and the future of vital social service programs. Census data inform a diverse range of local initiatives, such as justifying the need for an after-school program to designating urban revitalization areas.

### How will the 2010 Census differ from previous census efforts?

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

### Will the information the Census Bureau collects remain confidential?

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### Why are elected officials important partners in the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including state and local governments, community- and faith-based organizations, schools, media, businesses and others. By joining forces with partners, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone. As an elected official, you can communicate the importance and safety of completing the census questionnaire to constituents, including those isolated by language or geography. You can form a Complete Count Committee, hold town hall meetings, include census information in newsletters and Web sites, and provide space for the Census Bureau to test and train.

### 2010 Census Timeline: Key Dates

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## WHAT IS A COMPLETE COUNT COMMITTEE (CCC)?

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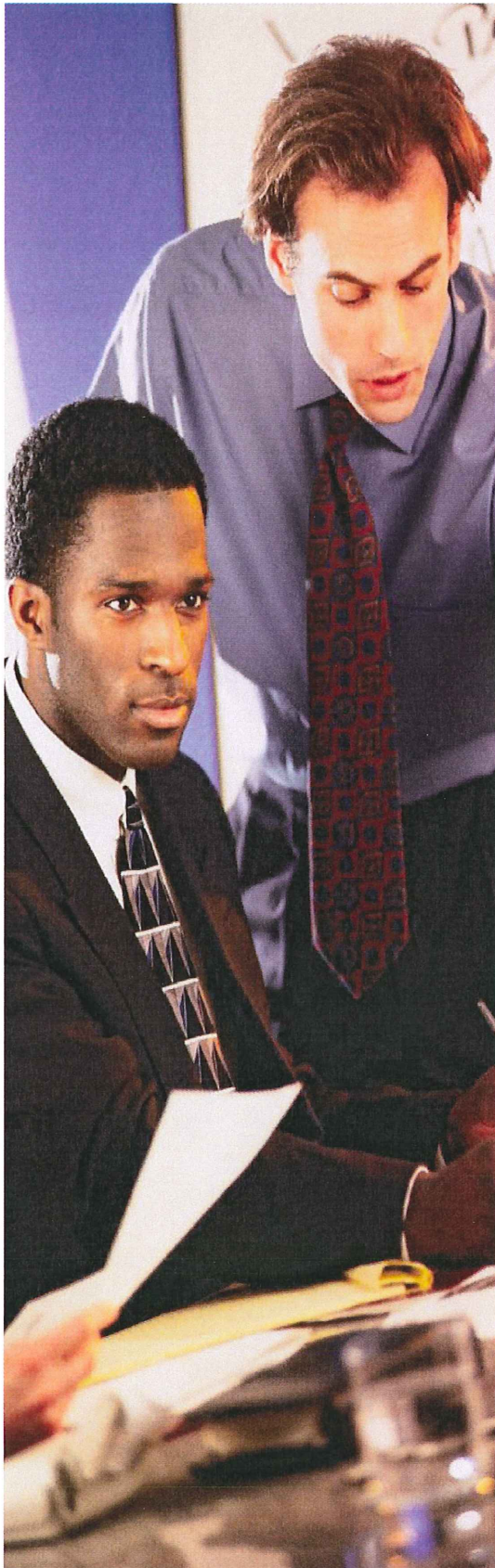
### *How Does a Complete Count Committee Work?*

Now that you are familiar with what a census is and why we conduct a census every 10 years, you can appreciate how much work is required to count every resident living in the country. The Census Bureau cannot do this alone. We require the assistance of partners—individuals, groups, and organizations across the nation that can help us build awareness about the census, why it is important, and encourage their community to participate. One very effective way to accomplish this is through **Complete Count Committees**.

### *What Is a Complete Count Committee?*

A **Complete Count Committee (CCC)** is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond. The committees work best when they include a cross section of community representatives from government agencies, education, business, religious organizations, and the media. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community.

**Complete Count Committees (CCCs)** come in different types and sizes, depending on how they are organized and where they are located. The following table gives you an idea of the types and sizes that are most common.



## WHAT IS THE SUBCOMMITTEE STRUCTURE OF A COMPLETE COUNT COMMITTEE?

### *The Structure*

- The Census Bureau regional staff will serve as a liaison or an informational resource.
  - The operation of the Complete Count Committee flows from the highest elected official or community leader to the chairperson, the committee members, and/or to the community at large.
  - The highest elected official or community leader appoints a chairperson. The chairperson is the liaison or main source of contact between the Complete Count Committee and the Census Bureau.
  - The chairperson collaborates with the highest elected official or community leader to select subcommittee chairs.
  - The Complete Count Committee should involve every aspect of a local community in its subcommittee structure—government, education, faith-based, media, community-based organizations, business, and recruiting.
- The U.S. Census Bureau does not manage the Complete Count Committee.**

The following are examples of a typical subcommittee structure. Other subcommittees may be formed based on the focus of the CCC or the needs of the community. Examples of other subcommittee topics are migrant and seasonal farmworkers, children/youth services, immigrants, senior services, and the disabled community.

**Government subcommittee**—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, free space

for Questionnaire Assistance Centers, and identifying other resources for CCC activities.

**Education subcommittee**—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Census In Schools materials.

**Faith-based subcommittee**—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2010 Census awareness and participation.

**Media subcommittee**—Creates and facilitates ways to get the census message to all community residents, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.

**Community-based organizations subcommittee**—Collaborates with community organizations to inform residents of the importance of participating in the 2010 Census and the benefits derived from census data.

**Business subcommittee**—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.

**Recruiting subcommittee**—Disseminates information about census job openings for the 2010 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.

The subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a **Complete Count Committee** are those community members who have expertise, influence, and experience in the area of the respective committee. Committees are more productive and successful if willing to invest time, resources, and energy in this project.

Figure 1 is a sample Complete Count Committee organizational chart. The organizational chart is a guide to assist in forming a CCC and implementing the CCC plan. Once discussion has started about the focus and goals of the committee, subcommittees and/or activities may be added to fit the customized plan.

Both the government-led and the community-led **Complete Count Committee** operation flows the same, from chairperson to committee and/or subcommittees and then to the community at large. The community CCC essentially functions the same as the governmental CCC.

Figure 1.  
**Sample Organizational Chart**

