

City of Las Cruces®

PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # *10 Ordinance/Resolution# 09-291 Council District:

For Meeting of June 1, 2009
(Adoption Date)

A RESOLUTION ESTABLISHING A COMPLETE COUNT COMMITTEE FOR THE CITY OF LAS CRUCES FOR CENSUS 2010.

PURPOSE(S) OF ACTION: Approving the creation of an Ad-Hoc committee for outreach and educational efforts related to the 2010 U.S. Census.

Name of Drafter: Carol McCall <i>CM</i>		Department: Community Development		Phone: 528-3209	
Department	Signature	Phone	Department	Signature	Phone
Community Development	<i>[Signature]</i>	528-3066	Budget	<i>[Signature]</i>	541-2107
			Assistant City Manager	<i>[Signature]</i>	541-2271
Legal	<i>[Signature]</i>	541-2128	City Manager	<i>[Signature]</i>	541-2076

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The United States Government, through the Bureau of the Census, conducts a decennial census as required by the Constitution for the purposes of apportioning the United States House of Representatives. Additionally, the Census, which will be conducted in April 2010, is utilized by both Federal and State governments for determining allocations of funding for a variety of programmatic areas.

The U.S. Census Bureau is emphasizing efforts at the local level to establish "Complete Count Committees" to provide information and support for the Census Bureau to help ensure that it gets a complete and accurate count within counties and municipalities throughout the country.

The City of Las Cruces, in previous Censuses, has participated in efforts to obtain a complete count for the City. This Resolution authorizes the establishment of an Ad-Hoc Committee consisting of up to ten members appointed by the Mayor and confirmed by the City Council to serve as a Complete Count Committee. The members of the Complete Count Committee are chosen from a variety of areas across the community: government; education; faith-based groups; media, community-based organizations; business, and job recruiting. This Resolution also authorizes the Complete Count Committee to establish such subcommittees as its members deem necessary to undertake its efforts.

SUPPORT INFORMATION:

Fund Name / Account Number	Amount of Expenditure	Budget Amount
N/A	N/A	N/A

1. Resolution
2. Attachment "A" – Complete Count Committee Brochure

OPTIONS / ALTERNATIVES:

1. Vote YES to approve the Resolution. This action will establish a Complete Count Committee and authorize the appointment of members to that Committee.
2. Vote NO and deny the Resolution. This will result in the City not establishing the Complete Count Committee.
3. Modify the Resolution and vote YES. Modifications may include direction as to what role, if any, the City wishes to play in the Census 2010.
4. Table or postpone the vote and direct staff accordingly.

RESOLUTION NO. 09-291**A RESOLUTION ESTABLISHING A COMPLETE COUNT COMMITTEE FOR THE CITY OF LAS CRUCES FOR CENSUS 2010**

The City Council is informed that:

WHEREAS, the United States Constitution establishes that there will be a decennial census conducted by the Federal Government; and

WHEREAS, the next decennial census is scheduled to be conducted in April, 2010; and

WHEREAS, the census is vital to the City in that it determines the apportionment of seats in the United States House of Representatives and the new Mexico State Legislature, and is the basis for allocation of Federal and State funding for numerous programs of benefit to the City; and

WHEREAS, establishing a "Complete Count Committee" incorporating representatives of government, education, faith-based groups, the media, community-based organizations, business, and job recruiting will assist the Census Bureau in ensuring that all residents of Las Cruces are counted; and

WHEREAS, the City of Las Cruces is committed to a complete and accurate census count in Census 2010.

NOW, THEREFORE, Be it resolved by the governing body of the City of Las Cruces:

(I)

THAT an Ad-Hoc Complete Count Committee of up to ten members representing diverse interests within the community is hereby established and shall remain intact through the summer of 2010 when the activities of the Committee are completed.

(II)

THAT the Mayor, with approval of the City Council, is authorized to appoint members to the Complete Count Committee.

(III)

THAT the Complete Count Committee is authorized to establish such sub-committees as it deems necessary to effectively carry out its responsibilities.

(IV)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE AND APPROVED this _____ day of _____ 2009.

APPROVED:

(SEAL)

Mayor

ATTEST:

City Clerk

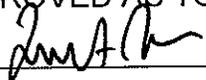
VOTE:

Mayor Miyagishima: _____
Councillor Silva: _____
Councillor Connor: _____
Councillor Archuleta: _____
Councillor Small: _____
Councillor Jones: _____
Councillor Thomas: _____

Moved by: _____

Seconded by: _____

APPROVED AS TO FORM:



City Attorney

2010 Census Timeline

- 2007**
 - Tribal, state, and local governments determine if local resources are needed to promote the 2010 Census
- 2008**
 - Local Census Offices begin opening
 - Highest elected official or community leader determines Complete Count Committee (CCC) membership
- 2009**
 - CCC is established
 - CCC receives census training
 - CCC develops strategy and work plan
 - CCC spreads word about census jobs
- 2010**
 - Questionnaires are delivered to every address
 - CCC begins community organization mobilization
 - CCC begins 2010 Census publicity campaign
- April 1, 2010 - CENSUS DAY**
 - Households return completed questionnaires
 - CCC urges nonresponding households to cooperate with census takers
 - CCC thanks the community for their participation in the 2010 Census
- December 31, 2010**
 - Census delivers population counts to the President

Contact Information

For additional information about the Complete Count Committee Program, please contact your regional census center and ask for the partnership area.

if you reside in:	Please call:
Alabama, Florida, or Georgia	ATLANTA 1-888-806-9895
Connecticut, Maine, Massachusetts, New Hampshire, upstate New York, Puerto Rico, Rhode Island, or Vermont	BOSTON 1-617-488-9004 Puerto Rico Area Office 787-200-1624
Kentucky, North Carolina, South Carolina, Tennessee, or Virginia	CHARLOTTE 1-704-315-6004
Illinois, Indiana, or Wisconsin	CHICAGO 1-312-488-1500
Louisiana, Mississippi, or Texas	DALLAS 1-800-563-6499
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, or Wyoming	DENVER 1-720-897-6404
Michigan, Ohio, or West Virginia	DETROIT 1-313-879-2830
Arkansas, Iowa, Kansas, Minnesota, Missouri, or Oklahoma	KANSAS CITY 1-816-298-9704
Hawaii or Southern California	LOS ANGELES 1-818-435-6332
New Jersey: 10 Northern Counties New York: 5 Boroughs of NYC; Counties of Nassau, Rockland, Suffolk, and Westchester	NEW YORK 1-646-233-2404
Southern New Jersey, Delaware, D.C., Maryland, or Pennsylvania	PHILADELPHIA 1-215-717-7600
Alaska, Idaho, Northern California, Oregon, or Washington	SEATTLE 1-425-318-1434

www.census.gov/2010census

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
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D-1256

Complete Count Committee Program



ON THE ROAD TO THE 2010 CENSUS

U.S. CENSUS BUREAU

United States
**Census
2010**

ATTACHMENT "A"

The 2010 Census is on the Horizon!

The 2010 Census is on the horizon and the U.S. Census Bureau wants to ensure that everyone is counted. We are developing partnerships with state, local, and tribal governments, community-based organizations, faith-based groups, schools, businesses, the media, and others. Through these collaborative relationships, we can reach our shared goal of counting all residents in the 2010 Census. By being informed about the census and better understanding the census process, residents are more likely to respond to the census questionnaire.



The Complete Count Committee (CCC) Program is key to making this happen in communities all across the country. CCCs incorporate local knowledge, influence and possible resources to educate residents and promote the census through a locally-based and targeted outreach and promotion effort. CCCs provide a vehicle for coordinating and nurturing a cooperative effort between local governments, communities, and the U.S. Census Bureau. Local governments and community organizations can help the Census Bureau get a complete count in 2010.

Get Started

WHO?

Tribal, state, and local governments work together with partners in the community to form Complete Count Committees (CCC) to promote the 2010 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A Complete Count Committee is a team of community leaders appointed by the highest-elected official to develop and implement a locally-based outreach and awareness campaign for the 2010 Census.

WHY?

This team's primary focus is to promote the 2010 Census in a particular community and to ensure that every resident in that area is counted. Community leaders are most qualified to understand the best way to reach all populations that reside in their area. The team is also best suited to mobilize community resources in the most efficient and cost-effective manner.

WHEN?

The process starts NOW! Identify CCC leaders and budget resources where possible to promote the census locally. Identify CCC leaders and members and establish your work plan. In 2010, you will be ready to implement your plan and lead your community to a successful census count.

HOW?

It's up to you! You know the best way to reach your community. Some activities could include:

- Census rally or parade
- Ethnic media luncheon
- Census unity forum for youth
- Interfaith breakfast and weekend events

Early Involvement of Tribal, State, and Local Governments is Crucial

"The Complete Count Committee turned out to be an excellent way to reach all segments of the community and educate them about the Census. Our efforts resulted in a mail-back response that was higher than anyone had anticipated."
Albert Pritchard, Chairman, Complete Count Committee, Cook County, Illinois

"Rapidly growing and diversifying cities need to realize just how crucial a Complete Count effort is to getting the absolutely best count possible during the 2010 decennial enumeration. To ensure the fair share of federal and state funding, the Census Bureau relies heavily on local Complete Count efforts to reach difficult-to-enumerate populations. Each city can tailor their Complete Count efforts to best meet the needs of their urban personality."
Ryan Robinson, City Demographer, Austin, Texas

"Forming a Complete Count Committee is a valuable labor of love for us. We followed the guide for local sub-committees and our entire city was engaged. There is no doubt about the effectiveness of the Complete Count Committee. This was an effective program in bridging the gap between the community and the government. What a novel idea!"
Louie Heitemper, CCC Co-Chairman, Tall City, Indiana

"With the 2010 census quickly approaching, it is important that every citizen in our community be counted. The Complete Count Committee helps us mobilize resources and ensure that Miami-Dade County residents are counted. The federal funds and resources."
Carlos Alvarez, Mayor, Miami-Dade County

"The Complete Count Committee included every segment of our community. Some of the activities we incorporated in our CCC campaign were so successful in bringing everyone together that we have continued them as annual festivals. The CCC was indeed a strategy for building our community and learning more about our immigrant populations."
Graham Richard, Mayor, Fort Wayne, Indiana