



Staff Report

RESOLUTION AUTHORIZING THE CITY MANAGER TO SIGN A PARTNERSHIP AGREEMENT WITH CENSUS 2010

Honorable Mayor and Council Members:

Summary

This staff report and resolution authorizes the City Manager to sign a partnership agreement with the Census Bureau that will raise overall awareness and ensure an accurate 2010 Census count in the Belmont community.

Background

Every ten years, the federal government is constitutionally required to conduct a census of the population. Specifically, this activity is performed by the U.S. Census Bureau, which is part of the Department of Commerce. In addition to recording the number of individuals in the country, the Census Bureau also collects other information, including, but not limited to: age, gender, race, ethnicity, housing status, and income. This data provides the denominators for population statistics.

An accurate census count is important to the City of Belmont in a number of ways. Census data ensures fair Congressional representation by determining how many seats each state will have in the U.S. House of Representatives as well as the redistricting of state legislatures, county supervisors, city councils, and voting districts. In addition, federal and state funding is allocated to states and local communities based on census data. Furthermore, census data is used to determine where to locate schools, day-care centers, roads and public transportation, hospitals and other facilities.

Conducting the 2010 Census is a multi-year effort (see attached 2010 Census timeline). City staff initially became involved with the 2010 Census in April of 2008, by taking part in the Local Update of Census Addresses (LUCA) program. As part of the LUCA program, local jurisdictions contribute to the complete enumeration of their communities by updating the list of housing unit and group quarters addresses that the U.S. Census Bureau will use to mail or deliver census questionnaires.

Contributing to the LUCA program is important in order to provide the Census Bureau with an accurate address list; however, a complete count for Census 2010 will still be extremely difficult, and significantly more expensive without the participation of local governments who educate

Contributing to the LUCA program is important in order to provide the Census Bureau with an accurate address list; however, a complete count for Census 2010 will still be extremely difficult, and significantly more expensive without the participation of local governments who educate residents on the importance of the census and encourage them to respond to their questionnaires (See attached Response Rate by County for the 2000 Census). Thus, the Census Bureau establishes partnerships with local jurisdictions that assist with education and outreach for the census.

Discussion

By approving this resolution, the Council will form a partnership with the Census Bureau to support and disseminate 2010 Census information, and to encourage optimal community participation. The City will further this effort by:

- Displaying 2010 Census Materials on the City Web site under “Hot Topics”
- Issuing a Press Release
- Publishing an article in the City’s fall issue of the semi-annual newsletter
- Coordinating with Notre Dame De Namur University (NDNU) to ensure an accurate count of all campus residents.
- Identifying homeless encampment locations for Census Bureau staff
- Distributing census educational materials to property management firms within the city
- Allow training of Census workers in the City’s Emergency Operation Center (EOC)
- Distributing Census 2010 materials at the Permit Center and Recreation Center
- Placing Census 2010 outreach notification materials in City Sewer bills

General Plan/Vision Statement

The participation agreement should be evaluated in light of the following 2003 Vision Statement objective:

Vision Statement – Distinctive Community Character

“We get involved in town matters because we care about living here.”

Fiscal Impact

No fiscal impact has been prepared. Staff time to coordinate meetings and/or to disseminate information is estimated at no more than twenty hours. Staff believes that the potential benefits of a complete census count would far outweigh the costs of staff time to the City.

Public Contact

Posting of City Council agenda.

Recommendation

Staff recommends approval of the attached resolution, authorizing the City Manager to sign a partnership agreement with Census 2010.

Alternatives

1. Do not approve this resolution.
2. Revise Partnership Agreement.
3. Provide other direction to staff.

Attachments

- A. Resolution
- B. 2010 Census timeline
- C. Response Rate by County for the 2000 Census

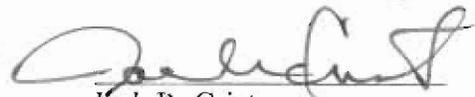
Respectfully submitted,



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Senior Planner



Carlos de Melo
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Jack R. Crist
City Manager

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RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELMONT
AUTHORIZING THE CITY MANAGER TO SIGN A PARTNERSHIP AGREEMENT
WITH CENSUS 2010

WHEREAS, an accurate census count is vital to the Belmont community and residents' well-being by helping planners determine where to locate schools, day-care centers, roads, public transportation, hospitals and other facilities, and is used to make decisions concerning business growth and housing needs; and,

WHEREAS, more than \$300 billion per year in federal and state funding is allocated to states and communities based on census data; and,

WHEREAS, census data ensures fair Congressional representation by determining how many seats each state will have in the U.S. House of Representatives as well as the redistricting of state legislatures, county and city councils, and voting districts; and,

WHEREAS, the 2010 Census creates jobs that stimulate economic growth and increase employment opportunities in our community; and,

WHEREAS, the information collected by the census is protected by law and remains confidential for 72 years;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Belmont is committed to partnering with the U.S. Census Bureau to help ensure a full and accurate count in 2010.

* * * * *

I hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the City Council of the City of Belmont at a regular meeting thereof held on July 28, 2009 by the following vote:

AYES, COUNCIL MEMBERS: _____

NOES, COUNCIL MEMBERS: _____

ABSTAIN, COUNCIL MEMBERS: _____

ABSENT, COUNCIL MEMBERS: _____

CLERK of the City of Belmont

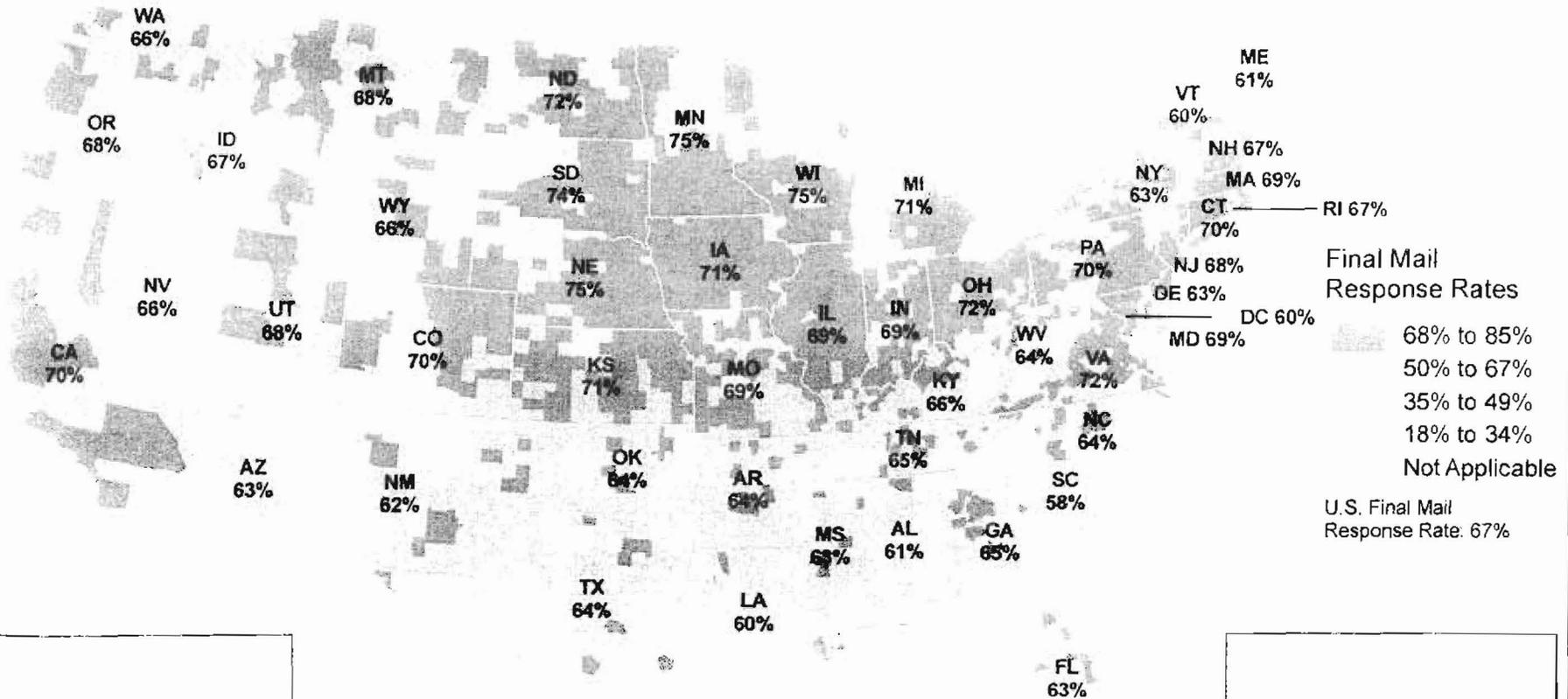
APPROVED:

MAYOR of the City of Belmont

AK
56%

Final Census 2000 Mail Response Rates by County

Mail response refers to the percentage of housing units (vacant and occupied) in mailback areas during Census 2000 that returned their questionnaire by September 7, 2000, via e-mail, telephone or Internet. Note that counties without mailback areas in Census 2000 are listed as "not applicable."



Source: U.S. Census Bureau, Census 2000

Timeline of the Major 2010 Census Operations: Northern California	
Seattle Regional Census Center (RCC) opens in Bothell, WA to manage 2010 Census	January 2008
Recruiting begins for Early Local Census Office (ELCO) management positions	Spring 2008
Northern California Early Local Census Offices (ELCOs) open: Oakland, San Francisco East, San Jose, Santa Rosa, Stockton (5)	Fall 2008
Recruiting begins for field jobs for early operations	Fall 2008
Address Canvassing: Listers update address lists and maps on hand-held computers	Apr – June, 2009
Recruiting begins for Local Census Office (LCO) management positions	Spring 2009
Census Coverage Measurement (CCM) Independent Listing: Quality control operation	Aug 28 – Dec 12, 2009
Northern California remaining proposed Local Census Offices (LCOs) open: Concord, Elk Grove, Eureka, Fairfield, Palo Alto, Placerville, Pleasanton, Redding, Sacramento, San Leandro, San Francisco West, Santa Clara (12)	Fall 2009
Group Quarters Validation: "Other Living Quarters" classified by type	Sep 28 – Oct 23, 2009
Recruiting begins for field staff for peak workload	Winter 2009-2010
Group Quarters Advance Visit: Contact persons notified of upcoming enumeration	Feb 01 – Mar 19, 2010
US Postal Service delivers advance letters to households	Feb 17 – Mar 10, 2010
Questionnaire Assistance Centers: Walk-up centers where staff will assist respondents with questions	Feb 25 – Apr 19, 2010
Update/Leave: Census takers update address lists and deliver census questionnaires to households	Mar 01 – Mar 31, 2010
CCM Initial Housing Unit Followup: Disparities between address lists are resolved	Mar 04 – Apr 23, 2010
US Postal Service delivers census questionnaires to households	Mar 15 – Mar 17, 2010
Be Counted Program: Blank census questionnaires are made available for those who believe they have not been counted	Mar 19 – Apr 19, 2010
US Postal Service delivers reminder postcards to households	Mar 22 – Mar 24, 2010
Transitory Locations Enumeration: Individuals with no usual home elsewhere counted in RV parks, campgrounds, hotels, motels, marinas, racetracks, circuses, and carnivals	Mar 22 – Apr 16, 2010
Update/Enumerate and Remote Update/Enumerate: Census takers update addresses and enumerate household members in one visit	Mar 22 – May 29, 2010
Service-Based Enumeration (SBE): Persons counted who receive services at shelters, soup kitchens, mobile food vans, or stay at targeted non-sheltered outdoor locations	Mar 29 – Mar 31, 2010
Group Quarters Enumeration: Count of people living in group quarters	Mar 30 – May 14, 2010
Military Group Quarters Enumeration: Count of people in military group quarters	Mar 30 – May 14, 2010
CENSUS DAY	APRIL 01, 2010
US Postal Service delivers replacement questionnaires to households	Apr 01 – Apr 03, 2010
US Postal Service delivers targeted replacement questionnaires in hard-to-count areas	Apr 06 – Apr 10, 2010
Nonresponse Followup: Census takers visit households that did not return a questionnaire by mail and enumerate household members	May 01 – Jul 10, 2010
Nonresponse Followup Reinterview: Quality control operation	May 07 – Jul 17, 2010
Vacant Delete Check: Recheck of addresses designated vacant or not housing units	Jul 24 – Aug 25, 2010
Field Verification: Recheck of addresses not previously in Master Address File	Aug 06 – Sep 03, 2010
CCM Person Interview: Data collected from current and former residents in sample	Aug 14 – Oct 09, 2010
LCOs close on a flow basis	Summer 2010
By law, Census Bureau delivers population counts to President for apportionment	Dec 31, 2010
CCM Person Followup: Additional information sought to resolve disparities	Jan 28 – Mar 26, 2011
By law, Census Bureau completes delivery of redistricting data to states	Mar 31, 2011
CCM Final Housing Unit Followup: Additional information sought that will resolve disparities between CCM Independent Listing and the census records	May 05 – Jun 18, 2011

Major field operations are denoted in boldface with blue shading.