



SACOG Board of Directors

Item #09-3-4
Consent

March 11, 2009

Authorize Sending a Letter to Census Bureau

Issue: Census 2010 is forthcoming and regional communication is needed to promote Census participation.

Recommendation: The Government Relations & Public Affairs Committee recommends that the Board authorize sending the attached letter recommending consideration of local candidates for the Sacramento office staff and regional lead position projected to open in the fall of 2009.

Committee Action/Discussion: The Census is a count of every person living in the United States conducted every 10 years. The Census is mandated by the U.S. Constitution and participation is required by law. The next Census will be conducted in 2010. The Census affects political representation and directs the allocation of more than \$300 billion in government funding every year. This averages out to nearly \$982 per person nationwide in annual federal funding. Strong public participation in the 2010 Census can improve overall resources to local governments. Local government jurisdictions receive distributions of resources and allocations of housing and other public infrastructure based on population counts generated from the U.S. Census.

Census geographies and data are used by multiple parties from government entities to non-profit, education, and private sectors. Local data uses include determining areas of low-moderate income for housing and infrastructure projects, identifying high concentration of elderly populations to provide facilities and services, determining the need for new schools, and identifying demographic characteristics to provide emergency services and other disaster relief. Other uses include identifying environmental justice communities in the region (understanding the needs of these unique communities require that we accurately represent them in critical data associated with programming, planning and projections), directing representative public engagement, and supporting regional planning efforts. Additionally, many grant funding opportunities call for data only available from the Census.

SACOG's role is to act as intermediary between the U.S. Census Bureau and local jurisdictions to facilitate these programs and activities and encourage Census participation. (See Attachment A for Census Jobs & Programs.) SACOG staff will bring Census updates to the Board and policy committees to highlight critical dates in the Census process and enable local governments to raise awareness and encourage full participation. (See Attachment B for critical dates.)

The Government Relations & Public Affairs Committee requested staff to encourage member jurisdictions to promote employment opportunities to increase the possibility for Census workers to be drawn from a broad pool of qualified, local applicants. The committee also encourages the Board Chair to send the attached letter to the Stockton regional office promoting criteria to be considered in their selection of a lead person to direct U.S. Census efforts in the SACOG region. It is anticipated that a regional Census staff lead person would be in place for the SACOG region in the fall of this year.

Approved by:

Mike McKeever
Executive Director

MM:TG:pm

Attachments

Key Staff: Rebecca Sloan, Director of External Affairs & Member Services, (916) 340-6224
Gordon Garry, Director of Research & Analysis, (916) 340-6230
Joe Concannon, Manager of Data Services, (916) 340-6234
Tina Glover, Associate Research Analyst, (916) 340-6207

CENSUS JOBS & PROGRAMS

Census Jobs

There are currently three Local Census Offices planned for the SACOG region projected to open around July 2009. These offices will be located in Sacramento, Placerville and Elk Grove. The Census Bureau is currently hiring for 2010 Census takers and other regional positions in a variety of regional census offices throughout Northern California (Santa Rosa, Stockton, San Francisco, Oakland, and San Jose local offices are currently open). For persons interested in applying for local employment, they may call a toll-free number: 1-866-861-2010. Callers will need to enter their ZIP Code and will then be connected to the Stockton office to begin the screening process.

The main US Census jobs webpage is located at:

<http://2010.census.gov/2010censusjobs/index.php>

Minimum qualifications are listed for positions online and employment opportunities are available for Spanish speakers with limited English proficiency.

2010 Census Geography Programs

2010 Redistricting – includes The Block Boundary Suggestion Program (BBSP)

The BBSP portion of the Redistricting program was only eligible to participating city and county jurisdictions. This program has been completed for the six-county SACOG Region. This program enabled participants to suggest changes to block boundaries. Blocks are the smallest census geography and as such are literally the building ‘blocks’ for all other census tabulations. The Redistricting portion or Voter Tabulation District (VTD) was conducted by the University of California Berkeley Statewide Database Institute of Governmental Studies for the entire State of California. This was the only program that allows for suggesting changes to the lines that are used to create blocks. The results of 2010 BBSP/VTDs will be sent back by the Census Bureau next December/ January. This will be our first opportunity to see the planned 2010 tabulation blocks and the VTD boundaries that were done by the state. This will also be your last opportunity to get the Census Bureau to correct mislabeled or mis-located features and/or to delete features that no longer exist. For more information contact Tina Glover, Associate Research Analyst, tglover@sacog.org or (916) 340-6207.

Participant Statistical Areas Program (PSAP)

The PSAP program is eligible to all interested parties. Jurisdictional participants have been identified and work will proceed throughout the month of March 2009. Its primary goal is to review and suggest modifications to the boundaries for block groups, census tracts, census county divisions (CCD) and census designated places (CDP) for purposes of reporting 2010 Census Data. The American Community Survey (ACS) and other Census Bureau programs may also report data for these statistical areas following the 2010 Census. Final suggestions must be submitted to the Census Bureau by the end of March 2009. For more information contact Tina Glover, Associate Research Analyst tglover@sacog.org or (916) 340-6207.

Complete Count Committees

SACOG's role is to encourage the formation of Complete Count Committees (CCC), volunteer committees established by tribal, state and local governments to increase awareness about the census and to motivate residents in the community to respond to Census requests. Local CCC's are generally formed by the highest elected official in that jurisdiction, such as a mayor or county commissioner, but can be formed by others. More information can be found at: http://www.census.gov/2010census/pdf/2010_CCC_Guide_Final.pdf

In order to focus more attention on communities that are historically low participating, the "Census 2000 Planning Database" evaluates each individual year 2000 Census Tract throughout the country by compiling a "hard to count" score comprised mostly of demographic information such as percentage minority, percentage living below poverty, percentage living group quarters, and percentage of people under 18 and 65 and older. SACOG will compile these data for member jurisdictions. The raw data as well as a guide to inform this dataset are available at: http://www.census.gov/2010census/more_information/007657.html intro(pdf) and database of CT level (xls.)

Census 2010 Timeline
Census Key Dates*

Late 2008	Limited number of Local Census Offices Open (in Northern California these are located in Stockton, Santa Rosa, San Francisco, Oakland and San Jose)
Winter 2008 – Ongoing	Recruiting for Census field staff in select locations
Winter – Spring 2009	Local Complete Count Committees Formed
March 29, 2009	Final day for SACOG to submit PSAP suggestions
April 2009	Address Canvassing Begins
Spring –Summer 2009	Begin recruiting for remaining Local Census Office Management Staff (including Sacramento area)
Late 2009	Remaining Local Census Offices open
Winter 2009-2010	Begin recruiting for Census Enumerators
Mid March 2010	Questionnaires mailed to households
April 1, 2010	Census Day
Late April 2010	Non-response follow-up begins
December 31, 2010	Delivery of Population counts to the President for reapportionment

Key Changes to the 2010 Census

Short Form Only	Long form data is now collected through the American Community Survey (ACS)
Handheld Computers	Will be used for address listing only, non-response follow-up will be a paper process

*** Scope of all activities and timing may change based on Congressional funding.**



March 9, 2009

Barbara Ferry, Regional Partnership Specialist
US Census Bureau
Census 2010
Stockton Regional Office
501 West Weber Avenue
Stockton, CA 95203

Dear Ms. Ferry;

The Sacramento Area Council of Governments (SACOG) respectfully recommends consideration of local candidates for the Sacramento office staff and regional lead position projected to open in July of 2009.

SACOG represents six counties and 22 cities in the region. We have undertaken extensive civic engagement activities in the areas of land use, transportation and air quality. For all of our regional public outreach we have found benefit in working with local leaders and experts who are able to draw on history and relationships in the community in a grassroots approach.

With the formation of Complete Count Committees starting, it is crucial that the local staff be familiar with regional and community issues that could impact participation in the 2010 Census.

The Sacramento region has experienced a significant downturn in employment with the current financial crisis. We look forward to supporting local jobs creation and are confident you will have a pool of highly qualified local candidates to select from for Census positions in the greater Sacramento area. Please do not hesitate to contact us if we can be of any assistance in promotion of employment opportunities in our region.

Thank you,

Helen Thomson
SACOG Board Chair

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