



**Item #09-9-4
Information**

Government Relations & Public Affairs Committee

August 27, 2009

Census 2010 Complete Count Committee Presentation

Issue: SACOG is offering assistance to its member jurisdictions on the 2010 Census, including information about Complete Count committees.

Recommendation: None; this is information only.

Discussion: Director Hammond will give a presentation on the city of Sacramento's Complete Count Committee activities. A Complete Count Committee 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 may include a cross section of community representatives from government agencies, education, business, religious organizations, and the media. Committees develop and implement a plan designed to target the unique characteristics of their community. Committees may also help encourage representation through special events, grassroots outreach, and distribution of information about Census 2010 participation.

As a complement to Complete Count committees, SACOG has created materials that are available for member jurisdictions and community organizations to use for Census outreach on their websites and newsletters. Materials include: tip cards, fliers, web links, newsletter articles, and Census handouts. SACOG's Census 2010 website is: www.sacog.org/Census2010.

The U.S. Census is also offering Partner Support Program funding to support outreach in Hard to Count communities. Funding applications are due by Thursday, October 15, but are being approved on a rolling basis. SACOG has created maps by county and has made those available online to local jurisdictions with school district non-English language information to assist you with your funding applications. Jurisdictions can have multiple municipal departments apply for grants, which can be used for promotional materials, community workshops, and other outreach and educational activities. A copy of the application is attached.

Complete Count committees and local governments in the SACOG region are invited to share their activities as models for other community efforts in advance of Census Day, April 1, 2010. Activities will be highlighted on the SACOG Census 2010 resource page and as the subject of further committee and Board presentations.

Approved by:

Mike McKeever
Executive Director

MM:RS:MH:EJ:sb
Attachment

Key Staff: Rebecca Sloan, Director of External Affairs and Member Services, (916) 340-6224
Monica Hernández, Community Outreach Specialist, (916) 340-6237
Erik Johnson, Public Information Coordinator, (916) 340-6247

2009 Partnership Support Program Request Form
APPLICATIONS DUE: Thursday, October 15, 2009

Name of Partner:

Address:

City State Zip:

County:

Contact Person:

**Contact Person's
Title:**

**Contact Person's
Daytime Phone:**

Fax Number:

**Partnership
Specialist:**

ELIGIBILITY – Partner's Proof of Commitment to 2010 Census:

Please list details (dates, quantities, photocopies) of activities proving your organization's commitment to the 2010 Census. Examples include: copies of a proclamation, resolution, letter of appointed liaison, partnership agreement, letter of support, article(s) published in partner's newsletter, information on partner's web site, evidence (sample/photo) that you've produced "area specific" promotional items or logo, proof of donations of newspaper advertising or media air time, proof of commitment to allow the Census Bureau to use free space for meetings, training, or testing.

Please check off which past activities your organization have been involved in to help increase awareness about the 2010 Census. If not listed, please provide a description of your prior commitment activities in the space provided.

To receive full consideration, proof of the activities checked off must be attached.

- our organization adopted a proclamation/resolution supporting Census 2010
- our organization designed a member to be a Census liaison
- our organization printed information, articles about Census 2010 in our newsletter or Web site
- our organization paid for promotional items for Census 2010
- our organization donated advertising space or airtime to Census 2010
- our organization donated the use of free space for meetings, training, or testing
- our organization made a 2009 Partnership Support Program donation in the form of an exhibit booth.
- our organization had a presentation made at one of our meetings about Census 2010
- our organization helped put up posters or pass out flyers about Census 2010

Other:

PROJECT REQUIREMENTS

Describe the project.

Specify the measurable objective of the project.

Specify the Census 2010 component of your project and explain its relevance to the census mission. How will the proposed project encourage the targeted audience to fill out and mail back their questionnaire?

If you are collaborating with another group, define each organization's role.

Provide a project time line.

By affixing my signature, I certify that:

1. All information contained in the request is correct.
2. I have reviewed this proposal with the members of my organization, group and/or Complete Count Committee.
3. This submission contains the following:
 - _____ Proof of Commitment
 - _____ Sample, photo, and / or draft text of item(s) being requested
 - _____ Vendor's name, address, phone number, and price quote
4. The recommended vendor accepts credit cards as payment.
5. The anticipated completion date of this project is_____.

Signature and Title

Date

Return Request to:

Barbara Ferry, Partnership Specialist, U.S. Census Bureau
U.S. Census Bureau
501 W. Weber Avenue, Suite 100
Stockton, CA 95203
(209) 235-3476
barbara.ferry@census.gov