

**CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Development Services Department

AGENDA DATE: Consent Agenda: March 3, 2009

CONTACT PERSON/PHONE: Philip Etiwe, 541-4635

DISTRICT(S) AFFECTED: All Districts

SUBJECT:

A resolution that the Mayor and City Council, in conjunction with the County of El Paso, hereby create a joint Complete Count Committee to travel through the City and County of El Paso providing education and encouraging participation in the Year 2010 Decennial Census.

BACKGROUND / DISCUSSION:

See attached report.

PRIOR COUNCIL ACTION:

September 9, 2008 – City Council created the Complete Count Committee for the 2010 Census by resolution.

AMOUNT AND SOURCE OF FUNDING:

N/A

BOARD / COMMISSION ACTION:

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) N/A

FINANCE: (if required) N/A

DEPARTMENT HEAD: Victor Q. Torres

APPROVED FOR AGENDA:

CITY MANAGER: _____ **DATE:** _____

RESOLUTION

WHEREAS, the City of El Paso supports one hundred percent participation in the Year 2010 Decennial Census of the United States made by the U. S. Census Bureau; and

WHEREAS, the City and County of El Paso will jointly sponsor a Complete Count Committee to improve response rates and include all municipal governments within the County; and

WHEREAS, a complete and accurate count of the residents within El Paso will benefit the City and County of El Paso economically; and

WHEREAS, the Mayor and each of the eight elected City Representatives believe that everyone should be educated about the value and importance of participation in the Year 2010 Decennial Census; and

WHEREAS, on September 9, 2008, the City Council of El Paso passed a Resolution to create a joint "Complete Count Committee" in partnership with the County of El Paso, to encourage participation in the U.S. Census through outreach programs and events that bring positive awareness of the 2010 Census to all the people of El Paso; and

WHEREAS, on August 18, 2008, the El Paso County Commissioners Court passed a resolution to create a Joint Complete Count Committee with the City of El Paso;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

THAT the Mayor and City Council, in conjunction with the County of El Paso, hereby create a joint Complete Count Committee to travel through the City and County of El Paso providing education and encouraging participation in the Year 2010 Decennial Census.

THAT the Complete Count Committee shall consist of fourteen (14) members. The City of El Paso shall appoint nine (9) members to serve on the Committee. Each City Representative shall have one nomination and the Mayor shall have one nomination. Nominations to the Committee shall be approved and appointed by the City Council.

THAT the membership of the Committee appointed by the City of El Paso shall include individuals representing a broad cross-section of racial, ethnic, economic, and cultural backgrounds.

THAT the members of the Committee shall have the following duties:

- Visit organizations to which the members of the Committee belong, and participate in disseminating information about the Census through the media;
- Make statements to the press and the audio-visual media, encouraging participation in the data-gathering process;

- Keep the Mayor and members of City Council apprised of the Committee's progress; and

THAT the establishment of the Committee will become effective upon passage of this resolution. The Complete Count Committee will cease its function and activities and shall automatically terminate on December 31, 2010.

ADOPTED this _____ day of _____, 2009

THE CITY OF EL PASO

John Cook
Mayor

ATTEST:

Richarda Momsen
City Clerk

APPROVED AS TO FORM:

Lupe Cuellar
Assistant City Attorney

APPROVED AS TO CONTENT:

Victor Torres,
Director, Development Services Department

Dedicated to Outstanding Customer Service for a Better Community

S E R V I C E S O L U T I O N S S U C C E S S



**DEVELOPMENT SERVICES DEPARTMENT
PLANNING DIVISION**

DATE: February 25, 2009

TO: Mayor and Council
Ms. Joyce A. Wilson, City Manager

FROM: Philip Etiwe, Development Review Manager

SUBJECT: Complete Count Committee for the 2010 Census

The Complete Count Committee would be a diverse group of El Paso residents. They would promote the 2010 Census, and speak to various groups in the community about the importance of filling-out and returning the Census forms, and to cooperating with Census workers. This Complete Count Committee was created by the City, through a Council resolution, passed on September 9, 2008.

This time around, the County of El Paso is collaborating with the City of El Paso in establishing and supporting the Complete Count Committee for the 2010 Census. Toward that end, the County of El Paso adopted a similar resolution on August 18, 2008. Mayor Cook will appoint nine (9) members of the Committee with input from the City Representatives. County Judge Cobos will appoint five (5) members with input from the County Commissioners.

List of Attachments:

Elected Officials-Fact Sheet
Elected Officials-Partnership Information
Community-Fact Sheet
Community-Partnership Information

Mayor
John F. Cook

City Council

District 1
Ann Morgan Lilly

District 2
Susannah M. Byrd

District 3
Emma Acosta

District 4
Melina Castro

District 5
Rachel Quintana

District 6
Eddie Holguin Jr.

District 7
Steve Ortega

District 8
Beto O'Rourke

City Manager
Joyce A. Wilson

ATTACHMENT A



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

- 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

U S C E N S U S B U R E A U

United States
**Census
2010**

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?

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 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

Fall 2008	Recruitment begins for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address list nationwide.
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February – March 2010	Census questionnaires are mailed or delivered to households.

<i>April 1, 2010</i>	Census Day
<i>April – July 2010</i>	Census takers visit households that did not return a questionnaire by mail.
<i>December 2010</i>	By law, Census Bureau delivers population counts to President for apportionment.
<i>March 2011</i>	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.

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

Issued March 2008
Form D-3205

ATTACHMENT B



IT'S IN OUR HANDS

Become a 2010 Census Partner

In 2010, the U.S. Census Bureau will issue a call to action for every resident of our nation: "Be Counted."

The 2010 Census is important. It determines the distribution of \$300 billion annually of government funding for critical community services and generates thousands of jobs across the country.

As an elected leader, your support matters. You can encourage your constituents to participate, ensuring they get their fair share of government funding, census jobs and Congressional seats. Partner with us and ensure your constituents have an active voice in their future.

By supporting the 2010 Census, you will:

- **Bring jobs to your community.** The Census Bureau will hire hundreds of thousands of people nationwide for temporary census jobs. By recruiting applicants in your community, you may help boost your local economy.
- **Make informed decisions.** You may use census data to guide important decisions for your community, such as where to build roads, schools, job training centers and more. Billions of dollars in funding for these projects are at stake — an incomplete count could mean your community misses out.
- **Ensure your interests are represented.** Redistricting will occur on the state and local level using data collected in the 2010 Census. These data also determine how many seats your state will have in Congress. A complete count is vital to accurate representation.

Take action:

- Issue a proclamation or other public endorsement for the 2010 Census.
- Sponsor "town hall" meetings or other events to encourage census participation.
- Help recruit census workers in your community.
- Provide space and staff for testing and training census employees.
- Create a Complete Count Committee in your area.

For more information about becoming a 2010 Census partner, go to www.census.gov/2010census.

STATE AND LOCAL GOVERNMENTS

FAST FACTS ABOUT THE CENSUS

Safe. The Census Bureau protects information that identifies respondents or their households for 72 years.

Easy. The questionnaire contains only a few simple questions and takes just a few minutes to answer and return by mail.

Everyone counts. The census is a count of everyone living in the United States, including 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.

Coming soon. Census questionnaires will be mailed in March 2010.

USCENSUSBUREAU

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

Issued April 2008
Form D-3212

United States
**Census
2010**

ATTACHMENT C

2010 CENSUS:

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.

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

Fall 2008	Recruitment begins for local census jobs for early census operations.
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2010 CENSUS: *Frequently Asked Questions*

For more information about the 2010 Census, please go to www.census.gov/2010census.

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

Issued March 2008
Form D-3200

ATTACHMENT D



IT'S IN OUR HANDS

Become a 2010 Census Partner

In 2010, the U.S. Census Bureau will issue a call to action for every resident of our nation: "Be Counted."

The 2010 Census is important. It determines the distribution of \$300 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

Your support of the 2010 Census matters. Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. A complete and accurate count is in our hands.

Why should you partner with the 2010 Census?

- **Bring jobs to your community.** The Census Bureau will hire hundreds of thousands of people nationwide for temporary census jobs. You can recruit applicants in your community and help boost your local economy.
- **Get the funding your community deserves.** Census data are used to allocate billions of dollars in government funding and guide where to build roads, schools, job training centers and more. An incomplete count could mean your community does not receive its fair share of funding.
- **Ensure your interests are represented.** Census data will determine how many seats each state will have in Congress and impact redistricting of state and local districts.

Take action:

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. As a partner, you can:

- Include census information in newsletters, mailings and online.
- Sponsor meetings or other events to encourage participation in the census.
- Help recruit census workers.
- Provide space for testing and training census employees.
- Issue a proclamation or other public endorsement for the 2010 Census.

For more information about becoming a 2010 Census partner, go to www.census.gov/2010census.

CENSUS PARTNERS

FAST FACTS ABOUT THE CENSUS

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Coming soon. Census questionnaires will be mailed in March 2010.

U S C E N S U S B U R E A U

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2010**