

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

DEPARTMENT: Development Services Department, Planning Division

AGENDA DATE: Consent Agenda: Tuesday, September 9, 2008

CONTACT PERSON/PHONE: Chuck Kooshian-Lead Planner, Long-Range Planning
541-4632

DISTRICT(S) AFFECTED: ALL

SUBJECT:

A resolution that the City of El Paso agrees 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.

BACKGROUND / DISCUSSION:

The decennial census is the basis for apportionment of federal funding. Getting an accurate accounting of all the people living in the area can be problematic. For varying reasons, a number of people may feel apprehensive about giving the government information about themselves or their families. By speaking to various community groups and working with community organizations, members of the Complete Count Committee encourage full participation in the Census.

Information from the Census is kept secret for seventy years. The Census Bureau does not share the data with other government entities to encourage a more accurate count of the population. However, since the media widely reported that Homeland Security tried to get Census information recently, there will again be that concern.

In the last Census, the response rate from El Paso was 70%. This was the highest return in the state of Texas. The Complete Count Committee spoke on radio, on television, and in person to English- and Spanish-language audiences, spanning the spectrum of El Pasoans.

PRIOR COUNCIL ACTION:

The City of El Paso formed the previous Complete Count Committee for the 2000 Census. They were appointed by the Mayor.

AMOUNT AND SOURCE OF FUNDING:

None. In 1999, the County of El Paso provided \$50,000 to the Complete Count Committee.

BOARD / COMMISSION ACTION:

None

CITY CLERK DEPT.
08 AUG 28 PM 2:30

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

LEGAL: (if required) _____

FINANCE: (if required) _____

DEPARTMENT HEAD: _____

APPROVED FOR AGENDA:

CITY MANAGER: _____ **DATE:** _____

CITY CLERK DEPT.
08 AUG 28 PM 2:30

RESOLUTION

WHEREAS, the City of El Paso recognizes that American democracy is the cornerstone of our society; and,

WHEREAS, the City of El Paso wishes to continue to shape the foundation of our society and play an active role in American democracy; and,

WHEREAS, the City of El Paso acknowledges that each person is central to government “by the people and for the people”; and,

WHEREAS, the U.S. Constitution mandates that every ten years every person be counted to better apportion representation in federal, state, and local governments; and,

WHEREAS, the U.S. Census of population and housing is the tool that enables government to be knowledgeable about population growth and social conditions; and,

WHEREAS, more than \$300 billion per year in federal and state funds is allocated to communities, and decisions are made on matters of national and local importance based on census data, including healthcare, housing, education, transportation, social services, employment, and much more; and,

WHEREAS, the U.S. Census is the core of our democracy and will be conducted on April 1st, 2010 and the County desires that every person in El Paso participate and be counted;

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

That the City of El Paso agrees 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.

APPROVED this _____ day of _____, 2008.

THE CITY OF EL PASO

ATTEST

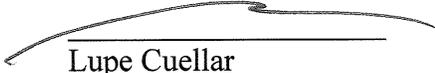
John Cook, Mayor

Richarda Duffy Momsen
City Clerk

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08 AUG 28 PM 2:30

SIGNATURES CONTINUE ON FOLLOWING PAGE

APPROVED AS TO FORM:



Lupe Cuellar
Assistant City Attorney

APPROVED AS TO CONTENT:



Victor Torres, Director
Development Services

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JOHN COOK
MAYOR
JOYCE WILSON
CITY MANAGER
VICTOR TORRES
DIRECTOR, DEVELOPMENT SERVICES
MATHEW MCELROY
DEPUTY DIRECTOR, PLANNING



CITY COUNCIL
ANN MORGAN LILLY, DISTRICT 1
SUSANNAH M. BYRD, DISTRICT 2
EMMA ACOSTA, DISTRICT 3
MELINA CASTRO, DISTRICT 4
RACHEL QUINTANA, DISTRICT 5
EDDIE HOLGUIN, JR., DISTRICT 6
STEVE ORTEGA, DISTRICT 7
BETO O'ROURKE, DISTRICT 8

**DEVELOPMENT SERVICES DEPARTMENT
PLANNING DIVISION**

DATE: August 25, 2008

TO: Mayor & Council
Ms. Joyce Wilson, City Manager

FROM: Chuck Kooshian, Lead Planner

THROUGH: Mathew McElroy, Deputy Director of Planning

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. Past Complete Count Committees were created by the City.

This time around, the County of El Paso would like to join 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.

List of Attachments:

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

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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.

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www.census.gov/2010census

USCENSUSBUREAU

United States
Census
2010

Why should everyone participate in the 2010 Census?

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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. |

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

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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.

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

Issued April 2009
Form D-2212

CITY CLERK DEPT
08 AUG 28 PM
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.

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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.
Spring 2009	Census employees go door-to-door to update address list nationwide.
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2010 CENSUS: Frequently Asked Questions

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

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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
PARTNER

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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

U.S. Department of Commerce
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Issued April 2008
Form D-3207

United States
Census
2010