

**MEMORANDUM**  
OFFICE OF THE  
**COUNTY EXECUTIVE**  
**COUNTY OF PLACER**

**TO:** Honorable Board of Supervisors

**FROM:** Thomas M. Miller, County Executive Officer  
By: Anita Reis, Management Analyst *AR*

**DATE:** April 7, 2009

**SUBJECT:** Approve a Resolution encouraging Placer County residents to actively participate in the Census 2010, and establish a Placer County Complete Count Committee to plan and implement local outreach efforts.

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**ACTION REQUESTED:**

Approve a Resolution encouraging residents of Placer County to actively participate in the Census 2010, and direct staff to establish a Placer County Complete Count Committee to plan and implement local census outreach efforts to achieve a complete county population count.

**BACKGROUND:**

Article I, Section 2 of the United States Constitution requires a headcount every 10 years of everyone residing in the United States. The next Census will be conducted in 2010. The Census is important because it affects political representation, directs the allocation of more than \$300 billion in government funding every year, and generates thousands of jobs across the country. The Census is also used to help determine where to locate schools, day care centers, roads and public transportation, hospitals and other facilities, and is used to assist in making decisions concerning business growth and housing needs.

**Complete Count Committee:**

Despite extensive outreach efforts in connection with the 2000 census, over 500,000 Californians were not counted which resulted in a loss of \$1.5 billion in federal funding for the state. The Census Bureau has developed a plan to correct these inaccuracies. This plan involves the participation of state and local governments to augment the federal advertising campaign with local outreach efforts. The Bureau is requesting that local governments establish "Complete Count Committees" to assist with additional outreach and advertising. Actively encouraging residents to participate in Census 2010 will help to increase the accuracy and completeness of the population count in Placer County.

**FISCAL IMPACT:**

As a result of active participation by all residents, a more accurate U.S. Census count is expected to result in increased federal and state funding opportunities to the County. Nominal costs associated with public outreach and other department related activities will be absorbed in FY 2008-09 and FY 2009-10 department budgets.

TM/ar

**Before the Board of Supervisors  
County of Placer, State of California**

In the matter of:

Resol. No: \_\_\_\_\_

APPROVING A RESOLUTION ENCOURAGING RESIDENTS OF PLACER COUNTY TO ACTIVELY PARTICIPATE IN THE CENSUS 2010, AND TO ESTABLISH THE PLACER COUNTY COMPLETE COUNT COMMITTEE TO PLAN AND IMPLEMENT LOCAL OUTREACH EFFORTS SO AS TO ACHIEVE A COMPLETE COUNTY POPULATION COUNT.

Related to Ord. No: \_\_\_\_\_

The following Resolution was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held on April 7, 2009.

by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

\_\_\_\_\_  
Chairman, Board of Supervisors

Attest:  
Clerk of said Board

\_\_\_\_\_  
\_\_\_\_\_  
WHEREAS, The Article I, Section 2 of the United States Constitution mandates a headcount every 10 years of everyone residing in the United States; and

WHEREAS, the next decennial census of the population will be conducted in 2010; and

WHEREAS, the Census is vital to our community in that it determines the apportionment of seats in the United States House of Representatives, as well as redistricting of the state legislature, county boards of supervisors, city councils and voting districts; and

WHEREAS, more than \$300 billion per year in Federal funding is allocated to tribal, state and local governments based on census data; and

WHEREAS, the Census is used to help determine where to locate schools, daycare centers, roads and public transportation, and hospitals and other facilities, and is used to assist in making decisions concerning business growth and housing needs; and

WHEREAS, the 2010 Census will create jobs that stimulate economic growth and increase employment; and

WHEREAS, Census information is confidential and Federal law prohibits any public or private agency from gaining access to confidential Census data; and

WHEREAS, in Placer County we are committed to a full and accurate Census count, and are placing special emphasis on enumerating members of population groups traditionally undercounted;

NOW, THEREFORE, BE IT RESOLVED,

That the Placer County Board of Supervisors does hereby declare Census 2010 a top priority for our community, supports our jurisdiction's "Complete Count Committee", and urges all citizens to actively participate in the Census 2010.

