
SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: 2010 U.S. Decennial Census Complete Count Committee

DEPARTMENT: Planning and Development **DIVISION:** Planning

AUTHORIZED BY: Dori DeBord

CONTACT: Tony Matthews

EXT: 7936

MOTION/RECOMMENDATION:

1. Adopt and authorize the Chairman to execute a Resolution creating the 2010 U.S. Decennial Census Complete Count Committee, with staff findings; or
2. Deny a resolution creating the 2010 U.S. Decennial Census Complete Count Committee, or
3. Continue this item to a time and date certain.

County-wide

Tony Matthews

BACKGROUND:

Article 1, Section 2 of the U.S. Constitution mandates a census every 10 years of the population of the United States. The next Decennial Census is April 1, 2010. The Census Bureau must submit state population totals to the President of the United States by December 31, 2010.

To increase the response rate, and to ensure an accurate and efficient Census count in 2010, the Census Bureau is encouraging local government partnership opportunities via creation of "Complete Count Committees" (CCC). A CCC is a *volunteer committee* that:

- Consists of community leaders who represent faith-based groups, schools, businesses, governments, cultural-ethnic groups, and media, etc.;
- Is responsible for creating awareness and improved return rate to the 2010 Census;
- Will prepare and implement a Census Awareness Strategy Plan;
- May seek donations from interested parties to support CCC efforts; and
- Remains active through September 30, 2010.

Benefits to County Participation in CCC:

- Increased response rate from the 70% rate in 2000;
- Accurate population count ensures that the County maintains (or increases) eligibility for a number of federal and state grant programs that are based on population counts, such as neighborhood improvements, public health, education, transportation, and planning, etc.;
- Accurate population count ensures that the County maintains eligibility for status as a "dense urban area" under Chapter 163, Florida Statutes (Growth Management Act)

provisions adopted during the 2009 Legislative session;

- Census population figures are the “starting point” for many required federal and state planning and programming requirements. If a community does not believe that the Census accurately reflects population count, it is the community that must pay for a Census update;
- Overall total population counts throughout the region may enable Central Florida to qualify for additional representation in the U.S. House of Representatives; additional representation at the federal, state, and local levels; and provide data for redrawing of state legislative districts;
- Collection of numerous important data about Seminole County essential to many planning and development related decisions;
- Drawing on local knowledge, expertise, and influence to design and implement a Census awareness plan targeted to Seminole County;
- Planning and implementing a strategy plan involving various activities and materials to achieve CCC goals; and
- Free technical assistance and training provided by the Census Bureau.

Role of the Board of County Commissioners in CCC efforts:

- Provision for in-kind services, such as printing and mailing costs, where not contributed through the various Interest Groups;
- Adoption of a resolution creating the CCC;
- Appointment of a resident from the community to chair the CCC;
- Appointment of residents from the community to recommended Interest Group(s), if desired [see recommended groups on enclosed flow chart, or recommend other group (s)];
- Optional attendance at a “meet and greet” with the CCC, Mayors of Municipalities, and Census Bureau representatives;
- Adoption of a resolution in January 2010 proclaiming “Census Awareness Days”; and
- Provide temporary workspace for CCC workers/materials, if requested.

STAFF RECOMMENDATION:

Staff recommends that the Board adopt and authorize the Chairman to execute a Resolution creating a 2010 Decennial Census Complete Count Committee, with staff findings.

ATTACHMENTS:

1. Resolution
2. Roles and Responsibilities

Additionally Reviewed By:

County Attorney Review (Kathleen Furey-Tran)

RESOLUTION CREATING THE 2010 U.S. DECENNIAL CENSUS COMPLETE COUNT COMMITTEE, BOARD OF COUNTY COMMISSIONERS OF SEMINOLE COUNTY, FLORIDA, JUNE 23, 2009.

WHEREAS, Article 1, Section 2 of the U.S. Constitution mandates a census every 10 years of the population of the United States; and

WHEREAS, the U.S. Census Bureau will conduct the 2010 Decennial Census on April 1, 2010; and

WHEREAS, the U.S. Census Bureau must submit state population totals to the President of the United States by December 31, 2010; and

WHEREAS, the Board of County Commissioners has authority granted by the U.S. Census Bureau to create a government-sponsored Complete Count Committee; and

WHEREAS, an accurate and complete Census count is vital as population numbers directly relate to:

- a. Maintaining or increasing eligibility for a number of federal and state grant programs that are based on population counts, such as neighborhood improvements, public health, education, transportation, and planning, etc.;
- b. Representation in the U.S. House of Representatives; additional representation at the federal, state, and local levels; and provide data for redrawing of state legislative districts;
- c. Numerous important data about Seminole County essential to many planning and development related decisions;
- d. Eligibility for status as a “dense urban area” under Chapter 163, Florida Statutes (Growth Management Act) provisions adopted during the 2009 Legislative session;
- e. Enabling Central Florida to qualify for additional representation in the U.S. House of Representatives; additional representation at the federal, state, and local levels; and provide data for redrawing of state legislative districts; and

WHEREAS, the U.S. Census Bureau encourages local governments to create a volunteer Complete Count Committee to assist the Bureau in creating awareness, achieving broad participation, creating an accurate population count, and improving the response rate to the 2010 Census.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS, SEMINOLE COUNTY, FLORIDA, THAT:

The Board of County Commissioners creates the 2010 U.S. Decennial Census Complete Count Committee, wherein the following directives shall apply:

Section 1. The Board of County Commissioners shall appoint a resident of Seminole County to serve as chairperson to the Committee.

- Section 2.** The chairperson shall serve as liaison between the Committee and the U.S. Census Bureau.
- Section 3.** The Board of County Commissioners shall choose Interest Group(s) to the Committee.
- Section 4.** The Board of County Commissioners shall recommend residents of Seminole County to serve on the Interest Group(s), or may direct the Committee Chairman to recruit residents to serve on various Group(s).
- Section 5.** The Committee shall prepare and implement a “Census Awareness Strategy Plan” to create awareness, achieve broad participation, create an accurate population count, and improve the response rate to the 2010 Decennial Census.
- Section 6.** The Committee may seek donations from interested parties to support Committee efforts.
- Section 7.** Members of the Committee and Interest Group(s) shall serve on a voluntary basis, and shall serve through September 30, 2010.
- Section 8.** The Board of County Commissioners shall adopt a resolution in January 2010 proclaiming “Census Awareness Days”.

ADOPTED THIS 23rd day of June 2009

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY FLORIDA

By: _____
MARYANNE MORSE
CLERK OF THE COURT

By: _____
BOB DALLARI
CHAIRMAN

2010 U.S. Decennial Census Complete Count Committee

Roles and Responsibilities

What is a Complete Count Committee?

- To increase the response rate, and to ensure an accurate and efficient Census count in 2010, the Census Bureau is encouraging local government partnership opportunities via creation of “Complete Count Committees” (**CCC**). A **CCC** is a *volunteer committee* that:
 - Consists of community leaders who represent faith-based groups, schools, businesses, governments, cultural-ethnic groups, and media, etc.;
 - Is responsible for creating awareness and improved return rate to the 2010 Census;
 - Will prepare and implement a Census Awareness Strategy Plan;
 - May seek donations from interested parties to support **CCC** efforts; and
 - Remain active through September 30, 2010.

Why is a Complete Count Committee Important?

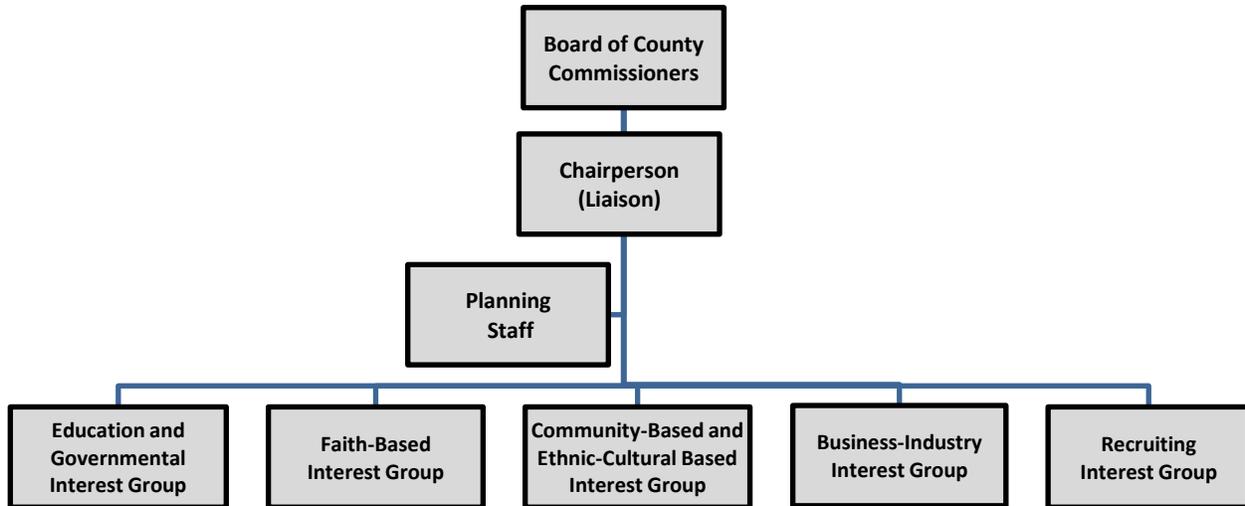
- **CCCs** serve an essential role in increasing the response rate to questionnaires by creating awareness of the Census. Ensuring an accurate and complete Census count is vital as population numbers directly relate to:
 - Maintaining or increasing eligibility for a number of federal and state grant programs that are based on population counts, such as neighborhood improvements, public health, education, transportation, and planning, etc.;
 - Representation in the U.S. House of Representatives; additional representation at the federal, state, and local levels; and provide data for redrawing of state legislative districts;
 - Numerous important data about Seminole County essential to many planning and development related decisions;
 - Eligibility for status as a “dense urban area” under Chapter 163, Florida Statutes (Growth Management Act) provisions adopted during the 2009 Legislative session; and
 - Enabling Central Florida to qualify for additional representation in the U.S. House of Representatives; additional representation at the federal, state, and local levels; and provide data for redrawing of state legislative districts.

What are Some Highlights of the 2010 Census?

- Article I, Section 2 of the U.S. Constitution mandates a census every 10 years of the population of the United States. The U.S. Census Bureau will conduct the next decennial census on April 1, 2010. Key dates include:
 - **Fall 2009** - Census Bureau begins recruitment for Census takers
 - **February-March 2010** - Census questionnaires mailed or delivered to households
 - **APRIL 1, 2010 - CENSUS DAY**
 - **April-July 2010** - Census takers visit households that did not return questionnaire by mail
 - **July-September 2010 - CCC** completes its responsibilities
 - **December 31, 2010** - Census Bureau submits state population totals to the President of the United States

Note:* In 2000, the County achieved a 70% Census Response Rate; **CCC efforts should result in an increased response rate in 2010.

Complete Count Committee Interest Groups*



- **Education and Governmental Interest Group** - Facilitates Census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use “Census in Schools” materials; assists in all activities between the Census Bureau and the local government, such as participation in Decennial Census geography programs, free space for Questionnaire Assistance Centers, and identifying other resources for **CCC** activities.
- **Faith-Based Interest Group** - Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of Census awareness and participation.
- **Community-Based and Cultural-Ethnic Based Interest Group** - Collaborates with community organizations to inform residents of the importance of participating in the Census and the benefits derived from Census data; outreaches to minorities, non-English speaking residents, the homeless, and senior adults to encourage awareness of and participation in the 2010 Census.
- **Business and Industry Interest Group** - Creates and coordinates activities that involve businesses in Census awareness, such as distribution of Census information and messages on packaging, and the inclusion of the Census logo and message on sales promotion materials.
- **Recruiting Interest Group** - Disseminates information about Census job openings for the 2010 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.

*These Groups represent samples from other jurisdictions across America. The Board may choose to add to or delete from these proposed Groups, such as the addition of a “Rural Area Interest Group”, if desired.

Source: Creation of a Complete Count Committee is based on recommendations supplied by the U.S. Census Bureau.