
**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Appointments to 2010 U.S. Census Bureau Complete Count Committee

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

AUTHORIZED BY: Dori DeBord

CONTACT: Tony Matthews

EXT: 7936

MOTION/RECOMMENDATION:

1. Appoint members to serve on the Complete Count Committee in one of the five (5) Committee Interest Groups, with staff findings; and
2. Appoint a Chairman to the Complete Count Committee from the approved membership; or
2. Continue this item to a date and time certain.

County-wide

Tony Matthews

BACKGROUND:

On June 23, 2009, the Board adopted a Resolution authorizing creation of a 2010 U.S. Census Complete Count Committee (the "Committee"). The Resolution calls for the Board to appoint a chairperson to the Committee and members to serve on the five (5) Committee Interest Groups.

The Committee will consist of volunteers from the community responsible for creating and implementing a "Census Awareness Strategy Plan" in support of the 2010 U.S. Census that will create awareness, achieve broad participation, and improve the response rate of the 2010 Decennial Census. The Committee will remain active until September 20, 2010.

Attached is a list of candidates for consideration by the Board for appointment to serve on the Committee. Staff assembled this list from the County's Appointment Information Form, names provided by the Seminole County Regional Chamber of Commerce, from interested representatives of County municipalities, the East Central Florida Regional Planning Council, and School Board.

STAFF RECOMMENDATION:

Staff recommends that the Board appoint a chairperson to the Complete Count Committee and members to serve on the five (5) Committee Interest Groups, with staff findings.

ATTACHMENTS:

1. Candidates for Membership on Complete Count Committee
2. Complete Count Committee Roles & Responsibilities
3. Complete Count Committee Resolution

Additionally Reviewed By:

County Attorney Review (Kathleen Furey-Tran)

**Candidates for Membership on 2010 U.S. Census Complete Count Committee
As of August 17, 2009**

Name	Census Interest Group	Organization/Employment	BCC District Home Address
Lauren Schulenberg	EG	City Altamonte Springs	NA
Kristi Aday	EG	City of Sanford	NA
Kim Trench	EG	City of Winter Springs	NA
Donna Gardner	EG	City of Casselberry	NA
Tara McCue	EG	East Central Florida Regional Planning Council	NA
Marjorie Murray	EG	School Board	NA
Michael Ertel	EG	Supervisor of Elections	NA
Rosalie Cook*	EG	School Board	NA
Marjorie Smith	CB-EC	Medical Billing Accreditation Consultants	Carey
Danny McKinney*	CB-EC	Seminole County	McLean
Karen Van Caulil*	CB-EC	Heath Council East Central Florida	McLean
William Odahowski	BI or CB-EC	Self-employed	McLean
Timothy Tyckoson	FB-EG	U.S. Postal Service	Henley
Angie Romagosa*	FB	The Christian Sharing Center	Henley
Elizabeth Murphrey*	CB-EC	Everest University	Henley
John Horvath	FB	None	Dallari
Tom Boyko*	FB or CB-EC	None	Dallari
Linda Lang	EG	Self-employed	Van Der Weide

- **Interest Groups:**
EG - Education and Governmental
FB - Faith-Based
CB-EC – Community-Based and Ethnic-Cultural Based
BI – Business-Industry
RC – Recruiting
- *Service on the various Interest Groups is subject to change depending on the need to balance the size of each Group to ensure effectiveness.*
- Staff compiled this list from (a) names of citizens previously expressing an interest in serving on a County board or committee; (b) an email notice via the Seminole County Regional Chamber of Commerce; (c) County School Board, County municipalities, Supervisor of Elections; and (d) the East Central Florida Regional Planning Council. The County contacted approximately 4,152 persons for consideration as members of the Complete Count Committee.
- The Board may add additional names to the above list as needed.
- *Currently serving on a County board/committee.

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?

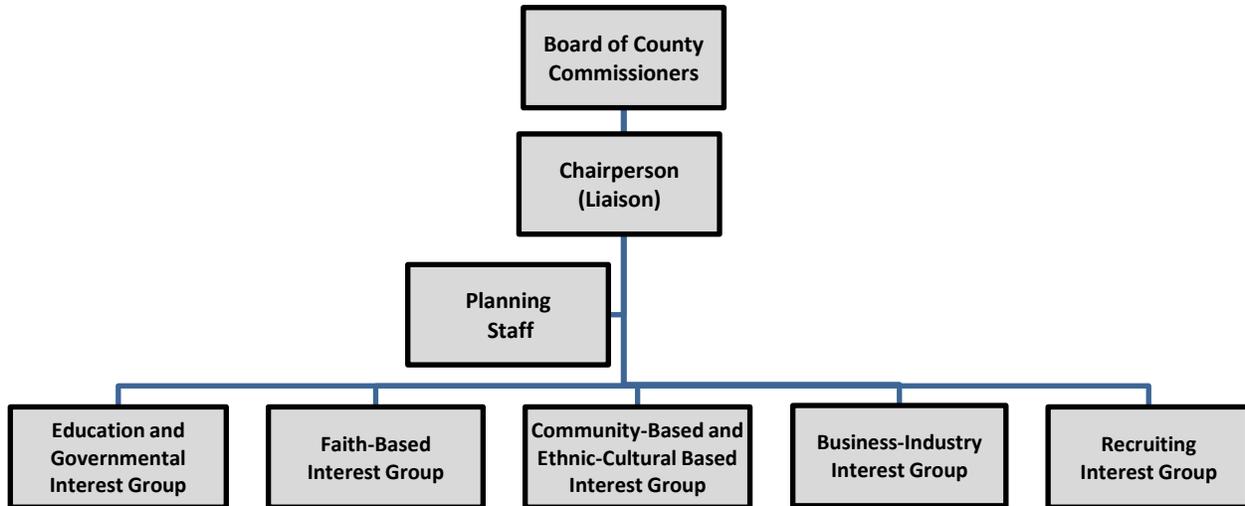
- **CCCs** serve an essential role in increasing the response rate to questionnaires by creating awareness of the Census. Ensuring an accurate and complete Census count is vital as population numbers directly relate to:
 - Maintaining or increasing eligibility for a number of federal and state grant 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.

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

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.

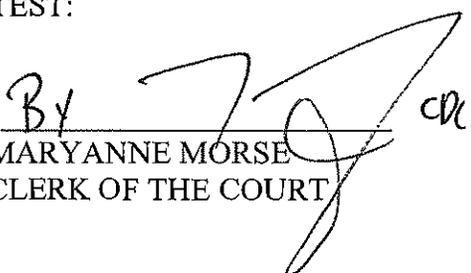
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 MARYANNE MORSE
 CLERK OF CIRCUIT COURT
 SEMINOLE COUNTY, FLORIDA
 BY  DEPUTY CLERK

- 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).
- 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:

By: By

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MARYANNE MORSE
CLERK OF THE COURT

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY FLORIDA

By: Michael J. McLean


MICHAEL J. MCLEAN
VICE CHAIRMAN