



Meeting Date: 6 / 16 / 09

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input checked="" type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Karl Lawson *KL* Agenda Item No. 0-4
 Reviewed By: City Manager *[Signature]* Holmberg *MA* City Attorney Finance *[Signature]* Other (Specify)

DATE: June 5, 2009

TO: City Council

FROM: Karl Lawson, Compliance Services Manager *Karl Lawson*
Housing Department

SUBJECT: 2010 Census Complete Count Committee

RECOMMENDATION

That City Council (1) Authorize the establishment of the City of Oxnard’s 2010 Census Complete Count Committee, and (2) Designate two council members to serve as members of the Complete Count Committee.

DISCUSSION

Article I, Section 2 of the United States Constitution mandates that the federal government enumerate the nation’s population every ten years. Pursuant thereto, on April 1, 2010 the U. S. Census Bureau will conduct the decennial census. In addition to determining the allocation of seats in the U. S. Congress among the fifty states, the Census also forms the basis for the distribution of billions of dollars in state and federal revenues to local governments. At the state and local level, Census data are utilized in the establishment of district lines for representation in the House of Representatives, both houses of the state legislature, the State Board of Equalization, the County Board of Supervisors, and the Ventura County Community College District.

The official Census count of the City’s population has a profound economic impact on the City for the subsequent ten years. In recognition of this, the City implemented aggressive Census outreach programs for the 1990 and 2000 censuses in order to encourage complete participation in those censuses by all residents of Oxnard.

A key element in Oxnard’s 1990 and 2000 Census Outreach programs was the establishment of a local “Complete Count Committee,” which spearheaded the public Census promotion campaign. Co-chaired by members of the City Council, the previous CCCs brought together leaders of dozens of local community organizations, religious groups, non-profits, recreation and athletic leagues, school districts,

and businesses, among others. CCC members participated in Census awareness and media events, and helped encourage their constituencies and members to fully participate in the census count.

RECOMMENDATION

In anticipation of Census Day 2010, the U. S. Census Bureau is once again encouraging cities to establish local Complete Count Committees. In accordance with the foregoing, and to ensure that Oxnard coordinates our local outreach efforts with the Bureau for optimum results, staff recommends that Council authorize establishment of the "Oxnard 2010 Census Complete Count Committee," and further, that two members of City Council be designated to serve as co-chairs. Once authorized, staff will invite a broad spectrum of organizations and individuals to join the CCC, with the goal of holding a kick-off event in the late summer or early fall of this year.

FINANCIAL IMPACT

While the financial impact of a successful complete count in the 2010 Census will be substantial and long-lasting, approval of the foregoing recommendation will result in no immediate financial impact to the City.

KL/kl