



Meeting Date: 12 / 14 / 2010

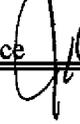
ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input checked="" type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/>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

Prepared By: Karl Lawson KL

Agenda Item No. 0-3

Reviewed By: City Manager 

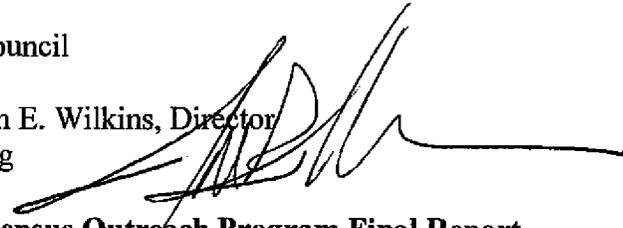
City Attorney 

Finance 

Other (Specify) _____

DATE: December 5, 2010

TO: City Council

FROM: William E. Wilkins, Director
Housing 

SUBJECT: 2010 Census Outreach Program Final Report

RECOMMENDATION

That City Council:

- (1) Receive the final report of Oxnard's 2010 Census Outreach Program; and
- (2) Authorize the Housing Director to take all appropriate steps with the U. S. Census Bureau in order to ensure accuracy of the population and housing count.

DISCUSSION

Article I, Section 2 of the United States Constitution mandates that the federal government enumerate the nation's population every ten years. 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.

Pursuant thereto, in the spring of 2010 the U. S. Census Bureau conducted the decennial census. Because the official Census count of the City's population has a profound economic impact on the City for the subsequent ten years, the City implemented an aggressive Census Outreach Program, under the auspices of the Housing Department, in order to encourage complete participation in the census by all residents of Oxnard.

As in 1990 and 2000, a key element of Oxnard's 2010 Census Outreach program was the establishment of a local "Complete Count Committee" ("CCC"), which spearheaded the public Census promotion

campaign. Co-chaired by two members of the City Council, the CCC 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.

In addition to the work of the CCC, City staff operated mobile Census Assistance Centers in numerous locations throughout Oxnard, in order to provide direct assistance to those who needed help completing their Census questionnaires. The U. S. Census Bureau was able to provide supplemental Census questionnaires for persons who either did not receive a questionnaire where they live, or who were not included on a Census questionnaire completed by a primary householder. The City's Census Outreach staff and volunteers were able to ensure that these supplemental questionnaires were provided to hundreds of Oxnard residents who otherwise would not have been counted in the Census.

While it is anticipated that the U. S. Census Bureau will provide the final state-by-state population figures to the Office of the President in the next few weeks, it is not known what date the population and housing figures for local jurisdictions will be released. Last May, the California State Department of Finance officially estimated Oxnard's population to be 197,067.

Staff anticipates that, upon the release of the population and housing counts for local jurisdictions, the City will have a narrow window of time to review the figures. Based on the City's experience from the 1990 and 2000 Censuses, staff intends to carefully review the Census data, and requests authorization to take any and all steps necessary to prepare and present the City's formal response to the Census Bureau to ensure accuracy.

FINANCIAL IMPACT

While the financial impact of an accurate 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