

TREASURE COAST REGIONAL PLANNING COUNCIL

MEMORANDUM

To: Council Members

AGENDA ITEM 9

From: Staff

Date: June 19, 2009 Council Meeting

Subject: Census 2010 – Partnering with the Census Bureau

Introduction

In February and March of 2010, the U.S. Census Bureau will mail out census questionnaires to households throughout the country as part of the 2010 Census. Critical to the success of the 2010 Census are the marketing and outreach efforts being conducted by the Census Bureau in regions across the country, and participation from local governments to help ensure that all households are counted. As part of this outreach process, representatives of the Census Bureau's South Florida Partnership Team have been invited to present key aspects of the upcoming 2010 Census and partnership opportunities. Topics of discussion include an overview of the 2010 Census; highlights of the Census time line; and suggestions on ways the Region's leadership can partner with the Census Bureau. The discussion will also focus on the importance of forming a Complete Count Committee (CCC). The CCC is a group of volunteers appointed to help create awareness about Census 2010. The members would include people from business, faith based organizations, local/elected officials, the media, education and social service organizations.

Background

By law, the U.S. Census Bureau must conduct a count of everyone residing in the United States every ten years. The 2010 Census will count all residents living in the country and record additional information including name, sex, age, date of birth, race, ethnicity, relationship and housing tenure. More detailed socioeconomic information is collected through the American Community Survey which provides current community data every year. In 2010, the Census Bureau will utilize a short form questionnaire in place of the long-form questionnaire previously used.

Ensuring a complete and accurate Census count for the Treasure Coast Region is important because census data affects funding for local governments, determines a community's representation in Congress and plays an important part in community planning decisions. Census data directly affects how more than \$300 billion per year in federal and state funding is allocated to communities for neighborhood improvements, public health, education, transportation and other critical issues.

Recommendation

For information only. Representatives of the U.S. Census Bureau will make a presentation at the Council Meeting.