

MEMORANDUM

TO: Laura Fitzpatrick, Chairperson
Community Relations Committee Members

FROM: William J. Heniff, AICP, Director of Community Development

DATE: March 16, 2009

SUBJECT: 2010 Census Complete Count Committee

BACKGROUND

As part of the 2010 Census, the U.S. Census Bureau desires each community to form a Complete County Committee (CCC) in an effort to ensure that every resident in the area is counted. Census population counts are used to annually allocate over \$300 billion in federal funding to states and communities, making a complete and accurate count necessary in order to ensure that Lombard receives its fair share of this funding. The Census Bureau believes that residents are more likely to respond to the census questionnaire if they are informed about and understand the census process. This effort will also target special populations in the community that tend to have lower response turnouts to census data collection efforts (e.g., renters, transient residents, multiple-family dwelling owners, selected minority populations, etc.).

The CCC program recognizes that community leaders are the best qualified to understand the local population and how to reach them. The CCC would consist of community leaders who would form a partnership between Lombard, community-based organizations, faith-based groups, schools, businesses, and the media. Committee members would receive census training to develop a targeted outreach and promotional effort. The CCC would then take action in 2010 to mobilize community organizations and encourage non-responders to cooperate with census takers.

Based upon the experiences staff had with the 2005 Special Census effort, the need to inform residents of the upcoming census activities will be of mutual benefit to the Census Bureau and the Village. Village staff had partnered with the Census Bureau last year on their Local Update of Census Addresses (LUCA) activities, which helped the Census establish and update their master files. Ultimately the past partnerships as well as the CCC effort will benefit the Village by increasing participation in the Census and helping ensure that the Census count is complete and accurate within the Village.

ACTION REQUESTED

Staff is placing this item on the March 16, 2009 Community Relations Committee for discussion. A representative from the U.S. Census Bureau will be at the meeting to talk about the program and how the Village and the Complete Count Committee will be of mutual benefit. Staff has

discussed this item with the Village President and he supports the idea of having the Community Relations Committee take a lead role in the Complete Count Committee efforts. The Village President is also supportive of establishing the Lombard Complete Count Ad-Hoc Committee to facilitate this effort.

Staff is requesting that the Community Relations Committee recommend approval of establishing a Lombard Complete Count Committee to promote and facilitate the 2010 Census efforts.