


VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda


Resolution or Ordinance (Blue) _____
Recommendations of Boards, Commissions & Committees (Green) _____
Waiver of First Requested
Other Business (Pink) _____

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Hulseberg, Village Manager 

DATE: April 29, 2009 (B of T) Date: May 7, 2009

TITLE: 2010 Census

SUBMITTED BY: Department of Community Development 

BACKGROUND/POLICY IMPLICATIONS:

The Community Relations Committee transmits for your consideration a request to establish a Lombard Complete Count Committee to promote and facilitate the 2010 Census.

Staff recommends approval of this request.

Please place this item on the May 7, 2009 Board of Trustees agenda.

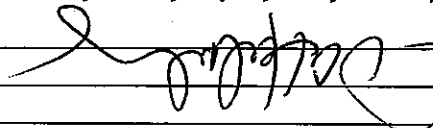
Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X

Finance Director X

Village Manager X



Date

Date

Date

4/30/09

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon.

Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: David A. Huliseberg, Village Manager
FROM: William Heniff, AICP *WH*
Director of Community Development
DATE: May 7, 2009

SUBJECT: 2010 Census – Complete Count Committee

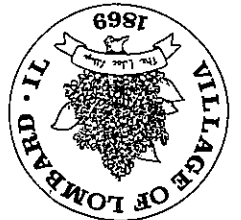
BACKGROUND

The Community Relations Committee met on April 20, 2009 and discussed the upcoming 2010 Census. The U.S. Census Bureau is requesting municipalities form a “Complete Count Committee” (CCC) to assist Village staff in getting the word out about the 2010 Census. The CCC would be an ad hoc committee of the Community Relations Committee and is expected to meet quarterly.

RECOMMENDATION

The Community Relations Committee recommends that the Village Board create an ad hoc “Complete Count Committee” to create public educational awareness of the 2010 Census, to be appointed by President Mueller.

WH/jmk



MEMORANDUM

TO: Laura Fitzpatrick, Chairperson
Community Relations Committee Members

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

DATE: April 20, 2009

SUBJECT: 2010 Census Complete Count Committee – Additional Information

At the March, 2009 Community Relations Committee meeting, the U.S. Census Bureau staff discussed the benefits of establishing a Complete Count Committee (CCC) in the Village of Lombard, in an effort to ensure that every resident in the area is counted as part of the 2010 decennial census effort. The 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 funding. In the discussion, staff noted that greater responses to the Census could be achieved if they are informed about and understand the census process.

The Community Relations Committee raised questions regarding establishing the CCC. In response, staff offers the following:

1. What are going to be the Village's costs in establishing such a program?

Staff noted that most of the materials that would be utilized by the CCC and in selected Village publications would be documents and files previously created by the U.S. Census. Staff would incorporate previously created items into the Village's media resources and would not create separate census documents. Staff believes that the actual effort to incorporate this information into the Village traditional resources would be minimal.

2. What are the benefits associated with establishing the program?

Staff notes that a complete count of Village residents is important at a local level. Assuming comparable 2009 data over the 2010 decade, each resident would result in an additional \$134,800 per person (or \$1348.00 over the decade) in funding through additional motor fuel tax revenues and federal funding. Even if the Village expends a small amount of money to facilitate the effort, the figures above demonstrate that even a small increase in the overall count would be of significant benefit.

3. How would the CCC operate and what would the Committee's responsibilities be?

The Community Relations Committee is being asked to offer a recommendation to the Village Board regarding creating a CCC to undertake this effort. The Village Board would then consider establishing the Committee. Once the committee is established, the respective members would

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be approved and a work program and meeting dates would be set by the Committee. The primary purpose of the CCC would be to undertake the informational and outreach efforts to the designated special populations, using the five designated areas (state and local governments, educational organizations, media, community and social service organizations, and faith-based organizations).

ACTIONS SINCE LAST MEETING

President Mueller met with Trustee Fitzpatrick and staff to discuss the ad-hoc committee concept. This will be an ad hoc committee of the Community Relations Committee. The CCC will be a committee of six members, to be named by President Mueller.

Some of the charges of the ad hoc committee would be:

- Communicate with the condominium groups to ensure that these large populations are counted and realize the importance of the Census.
- Communication with the schools to provide information “electronically” for the virtual backpacks.
- CityView apartments will be one area to be focused on as it is more difficult to get into the building because of security issues. Village staff will also work to make this easier.

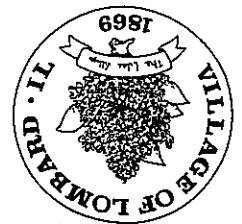
Staff noted that costs associated with the program would be very minimal and it does not even warrant a budget line for the incidental costs that are involved.

There will be a certain number of jobs that will be created because of the Census, separate from this effort. Several jobs will begin in the immediate future while a greater number will occur as it gets closer to April, 2010.

ACTION REQUESTED

Staff is requesting that the Community Relations Committee recommend to the Village Board establishing a Lombard Complete Count Ad-hoc Committee to promote and facilitate the 2010 Census efforts.

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MEMORANDUM

TO: Laura Fitzpatrick, Chairperson
Community Relations Committee Members

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

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.

2010 Census Timeline

- 2007**
 - Tribal, state, and local governments determine if local resources are needed to promote the 2010 Census
- 2008**
 - Local Census Offices begin opening
 - Highest Elected Official or community leader determines Complete Count Committee (CCC) membership
- 2009**
 - CCC is established
 - CCC receives census training
 - CCC develops strategy and work plan
 - CCC spreads word about census jobs
- 2010**
 - Questionnaires are delivered to every address
 - CCC begins community organization mobilization
 - CCC begins 2010 Census publicity campaign

April 1, 2010 - CENSUS DAY

- Households return completed questionnaires
- CCC urges nonresponding households to cooperate with census takers
- CCC thanks the community for their participation in the 2010 Census

December 31, 2010

- Census delivers population counts to the President

Contact Information

For additional information about the Complete Count Committee Program, please contact your regional census center and ask for the partnership area.

If you reside in:	Please call:
Alabama, Florida, or Georgia	ATLANTA 1-888-806-9895
Connecticut, Maine, Massachusetts, New Hampshire, upstate New York, Puerto Rico, Rhode Island, or Vermont	BOSTON 1-617-488-9004 Puerto Rico Area Office 787-200-1624
Kentucky, North Carolina, South Carolina, Tennessee, or Virginia	CHARLOTTE 1-704-315-6004
Illinois, Indiana, or Wisconsin	CHICAGO 1-312-488-1500
Louisiana, Mississippi, or Texas	DALLAS 1-800-563-6499
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, or Wyoming	DENVER 1-720-897-6404
Michigan, Ohio, or West Virginia	DETROIT 1-313-879-2830
Arkansas, Iowa, Kansas, Minnesota, Missouri, or Oklahoma	KANSAS CITY 1-816-298-9704
Hawaii or Southern California	LOS ANGELES 1-818-435-6332
New Jersey: 10 Northern Counties New York: 5 Boroughs of NYC; Counties of Nassau, Rockland, Suffolk, and Westchester	NEW YORK 1-646-233-2404
Southern New Jersey, Delaware, D.C., Maryland, or Pennsylvania	PHILADELPHIA 1-215-717-7600
Alaska, Idaho, Northern California, Oregon, or Washington	SEATTLE 1-425-318-1434

www.census.gov/2010census

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

Issued June 2008
D-1256

Complete Count Committee Program



ON THE ROAD
TO THE
2010 CENSUS

U.S. CENSUS BUREAU

United States
Census
2010

The 2010 Census is on the Horizon!

The 2010 Census is on the horizon and the U.S. Census Bureau wants to ensure that everyone is counted. We are developing partnerships with state, local, and tribal governments, community-based organizations, faith-based groups, schools, businesses, the media, and others. Through these collaborative relationships, we can reach our shared goal of counting all residents in the 2010 Census. By being informed about the census and better understanding the census process, residents are more likely to respond to the census questionnaire.



The Complete Count Committee (CCC) Program is key to making this happen in communities all across the country. CCCs incorporate local knowledge, influence and possible resources to educate residents and promote the census through a locally-based and targeted outreach and promotion effort. CCCs provide a vehicle for coordinating and nurturing a cooperative effort between local governments, communities, and the U.S. Census Bureau. Local governments and community organizations can help the Census Bureau get a complete count in 2010.

Get Started

WHO?

Tribal, state, and local governments work together with partners in the community to form Complete Count Committees (CCC) to promote the 2010 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A Complete Count Committee is a team of community leaders appointed by the highest-elected official to develop and implement a locally-based outreach and awareness campaign for the 2010 Census.

WHY?

This team's primary focus is to promote the 2010 Census in a particular community and to ensure that every resident in that area is counted. Community leaders are most qualified to understand the best way to reach all populations that reside in their area. The team is also best suited to mobilize community resources in the most efficient and cost-effective manner.

WHEN?

The process starts NOW! Identify CCC leaders and budget resources where possible to promote the census locally. Identify CCC leaders and members and establish your work plan. In 2010, you will be ready to implement your plan and lead your community to a successful census count.

HOW?

It's up to you! You know the best way to reach your community. Some activities could include:

- Census rally or parade
- Ethnic media luncheon
- Census unity forum for youth
- Interfaith breakfast and weekend events

Early Involvement of Tribal, State, and Local Governments is Crucial

"The Complete Count Committee turned out to be an excellent way to reach all segments of the community and educate them about the Census. Our efforts resulted in a mail-back response that was higher than anyone had anticipated."

Albert Pritchett, Chairman, Complete Count Committee, Cook County, Illinois

"Rapidly growing and diversifying cities need to realize just how critical a Complete Count effort is to...getting the absolutely best count possible during the 2010 decennial enumeration...to ensure their fair share of federal and state funding. The Census Bureau relies heavily on local Complete Count efforts to reach...difficult to enumerate populations. Each city can tailor their Complete Count efforts to best meet the needs of their urban personality."

Ryan Robinson, City Demographer, Austin, Texas

"Forming a Complete Count Committee was indeed a labor of love for us. We followed the guide, formed the sub-committees and our entire city was energized. There is no doubt about the effectiveness of the Tell City Complete Count Committee. This was an effective program in bridging the gap between the community and the government. What a novel idea!"

Louie Heitkemper, CCC Co-Chairman, Tell City, Indiana

"With the 2010 census quickly approaching, it is important that every citizen in our community be counted. The Complete Count Committee...helps us mobilize resources, and ensure that Miami-Dade County gets its fair share of the federal funds and resources."

Carlos Alvarez, Mayor, Miami Dade County

"The Complete Count Committee included every segment of our community. Some of the activities we incorporated in our CCC campaign were so successful in bringing everyone together that we have continued them as annual festivals. The CCC was indeed a strategy for building our community and learning more about our immigrant populations."

Graham Richard, Mayor, Fort Wayne, Indiana