



*GREENWOOD VILLAGE
MEMORANDUM*

DATE: December 29, 2009

FOR: January 4, 2010 City Council Meeting

TO: Honorable Mayor and Members of City Council

THROUGH: Jim Sanderson, City Manager

FROM: Ryan Gregory, Assistant to the City Manager

SUBJECT: Outreach Strategy and Proclamation for 2010 U.S. Census

ISSUE

The 2010 U.S. Census will officially begin this March. The Census Bureau has asked the Village (as they have all local governments) to assist them in an awareness campaign. As part of this effort the Census Bureau has asked City Council also approve a proclamation.

RECOMMENDATION

Staff recommends City Council approve the 2010 Census Partner Proclamation.

DISCUSSION

Census results play an essential role in determining the allocation of federal and state funds. While the Village receives very little in direct federal and state funding, other agencies that serve the Village and its surrounding communities do. Ensuring an accurate and complete count is one way the Village can help to ensure our residents receive the appropriate level of services. In addition, the Census results will be used to draw district boundaries for elected officials at all levels of government (including Village council districts).

Over the past year, staff has been cooperating with the Census Bureau in preparation for the 2010 Census. Efforts to date mainly include providing updated mailing lists and associated information.

The Census will formally begin in March. Leading up to this, the Census Bureau has asked local governments to assist them in ensuring the highest possible participation rates. To assist in accomplishing this, staff plans to include information on the 2010 Census in the Newsletter, on our website and on Channel 8. Staff will also be contacting homeowners' associations and community facilities such as places of worship to provide them with materials provided by the

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Census Bureau for inclusion in their newsletters, etc. These efforts will require some staff time and nominal incidental costs.

The Census Bureau has also requested local governments approve a proclamation to publicly state our commitment to assist in these efforts. A copy of the proposed proclamation language is attached.

Attachments: 2010 Census Partner Proclamation