

MARIN COUNTY COMMUNITY DEVELOPMENT AGENCY

BRIAN C. CRAWFORD, DIRECTOR

March 2, 1010

Board of Supervisors
County of Marin
Room 329
San Rafael, CA 94905

SUBJECT: Status Report on Marin County's 2010 Census Activities

Dear Board Members:

RECOMMENDATION: Receive status report on the 2010 Census.

SUMMARY: Every 10 years the U.S. Census Bureau conducts a headcount of each person residing in the United States. The information collected by the census is used to determine how more than \$400 billion dollars of federal funding each year is spent on infrastructure and activities such as hospitals, job training centers, schools, senior centers, emergency services, and public works projects. California's share of federal funding in the 2007 fiscal year was approximately \$41 billion. It is estimated that every additional person counted results in another \$3,000 allocated to that community. In addition, the number of seats California holds in the U. S. House of Representatives is also affected. For these reasons it is critical for every Marin resident to be counted by filling in the Census questionnaire and promptly mailing it back so that services can be provided to assist those with the greatest need. Equally as important are joint efforts by the County and its census partners to reduce the undercount, especially groups that may have a low participation rate.

Census questionnaires will be mailed or delivered to every household in the United States in March 2010. As opposed to previous Census counts where respondents filled out a short or long form, this edition features only 10 questions that can quickly be answered in less than 10 minutes. The questions relate to name, sex, age, date of birth, race, ethnicity, relationship, and housing tenure (Attachment 1). In the past the long form captured detailed socioeconomic information; however, that information will now be collected annually through the American Community Survey.

Some members of the community may be reluctant to voluntarily provide personal information to the government in the age of identity theft and immigration challenges. They may fear their census responses will be used against them in a detrimental manner. It is important to note that by law the information collected through the Census is kept private and confidential and is used for statistical purposes only. The information is not shared with any other government or court.

Marin County Complete Count Committee

The Marin County Community Development Agency has partnered with the U.S. Census Bureau and the Grassroots Leadership Network of Marin (GLN) to develop a census awareness campaign to encourage and motivate every Marin resident to complete the 2010 Census questionnaire. The County is also working with West Marin Community Services to build

awareness about the Census in West Marin. The Marin County Complete Count Committee (CCC) was launched in October 2009 to assist in conducting a targeted outreach and promotion effort and to mobilize community resources in the most efficient and cost-effective manner. As of today, over 60 community-based organizations, businesses, and government agencies have agreed to join the CCC. Based on their expertise, experience, and influence in the community, these organizations are participating in different ways in the Census 2010 awareness campaign. A list of current members is provided in Attachment 2.

The Marin County Department of Health and Human Services (HHS) is also a member of the CCC. HHS, through its affiliation with administering and coordinating a range of state, federal, and local programs addressing the county's health and welfare needs, is in a unique position to outreach to residents receiving services. Staff will be sending a notice about the importance of completing the census to all HHS staff and community providers, in addition to distributing census materials to service provider worksites and to the different communities. A memo from the County Administrator and Community Development Agency Director has also been distributed to all department heads encouraging them to work with their community partners, staff, and clients to promote participation in the census.

A focus of the CCC has been to work closely with prominent organizations in four targeted communities with traditionally high census undercounts, including the Canal area in San Rafael, Marin City, Galilee Harbor in Sausalito, and the south Novato area. Staff has also been working with Health and Human Services and St. Vincent de Paul to consider the most appropriate approach to facilitate outreach to the homeless and the 'precariously housed'.

Some activities of the CCC and its members have included:

- Hosting CCC organizing meetings.
- Assisting with recruitment efforts to fill local census related jobs.
- Placing census articles and information in newsletters, websites, and email communications.
- Hosting the launch of the 2010 Census Portrait of America Road Tour at the Bahia Vista Elementary School with visits to the St. Vincent de Paul. Attendees were able to contribute their voices, pictures, videos, and messages to the Road Tour, see a sample of the 2010 Census form, and speak with Road Tour staff and other community members about issues affecting them.
- Television programming on Univision and Telefutera and radio announcements on Radio Informativa, some of which will repeat through April 1, 2010. Both Telefutera and Univision are repeating messages up to four times per day.
- Producing two Nuestras Voces/ Our Voices TV Shows in English and Spanish. The Shows are being broadcasted on Public Access Channels in Marin and Sonoma.
- Direct community outreach at community events hosted by member organizations including: Homeless Connect.Marin Link, St. Vincent de Paul, Bahia Vista Elementary School, Children's Dental Access Program/ Marin Community Clinic, Dr. Martin Luther King's Birthday Celebration / Marin City MLK Coalition, and Canal Alliance.
- Helping locate walk-in Questionnaire Assistance Centers to assist those unable to read or understand the census questionnaires. Sites already identified include: Homeward Bound, Novato Library; Marin Health and Wellness Center, Canal Alliance, Grassroots Leadership Network, Brazil Marin Store; Marguerita C. Johnson Senior Center in Marin City, Tomales Regional History Center, and Toby's Feed Barn in Point Reyes Station. Other potential sites may include the Novato Youth Center, Novato Human Needs, Tomales High School, San Geronimo Community Center and other sites associated with the Coastal Health Alliance.

- Helping locate “Be Counted” sites where census questionnaires are available at selected public sites for individuals who did not receive one by mail. Sites already identified include: Pickleweed Park Community Center, Goodwill, and Asian Market in San Rafael; Bolinas Post Office; Strawberry Recreation Center; and the Marin City Library.
- Hosting events during Marin’s Census Awareness Week (March 1 – 5) that will be promoted on television, radio, and print media (Attachment 3).

Other planned activities include:

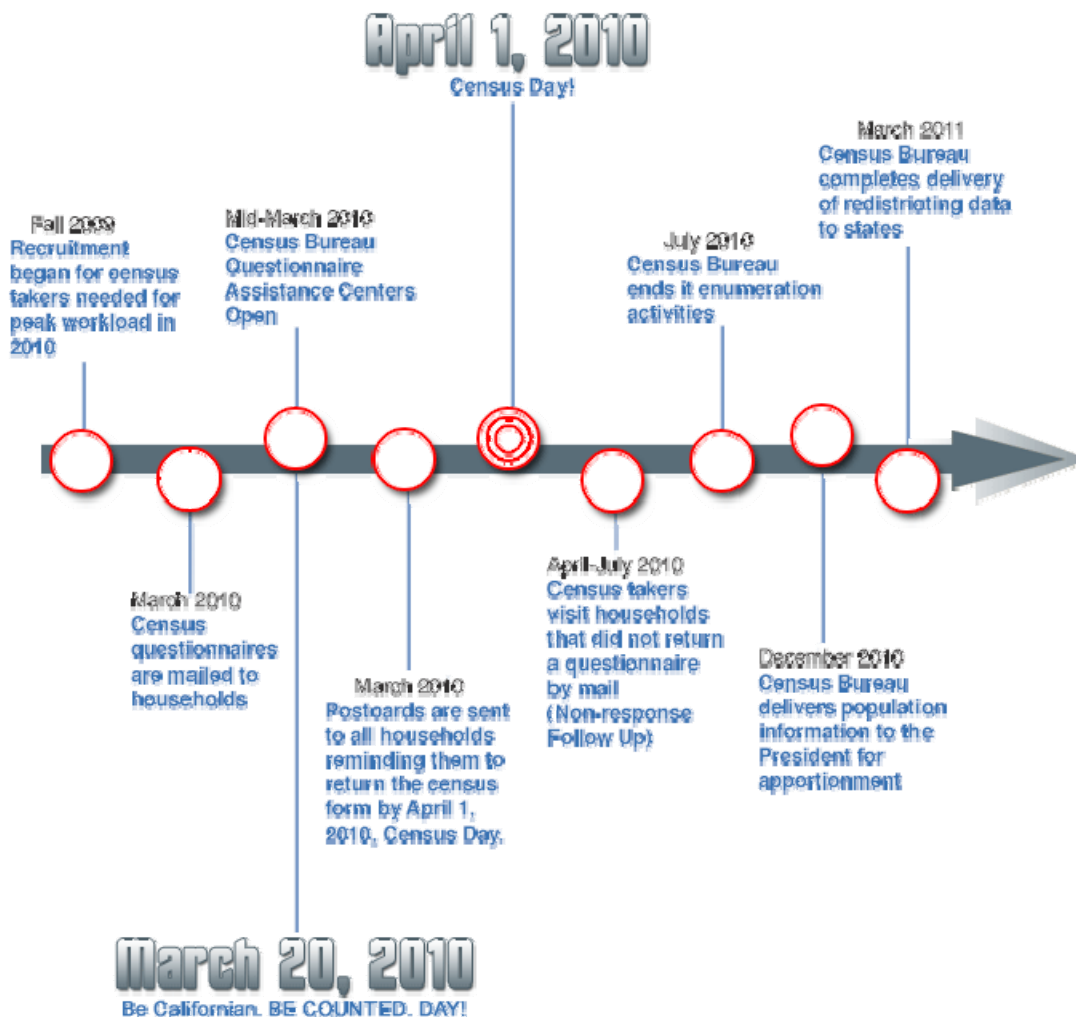
- Placing census messages in customer water bills for Marin Municipal Water District and North Marin Water District customers.
- Participating in the official March 20 “Be Counted” day.
- Conducting census presentations at community events including: Clean Up Day and Garden Day in the Canal, Bahia Vista Elementary School parent meetings, grand opening of the Mi Pueblo store, and a Census roundtable with Univision.
- Providing training space at GLN to train census workers in April and May.
- Weekly Census update e-blasts.
- Other direct outreach activities being organized by CCC members in the upcoming month outlined below:

Organization	Description	Households Reached
Marin Asian Advocacy Project	Door to door & event	300 to 500 families
Canal Alliance Youth Concilio	Door to door & public meetings	500 households
St. Vincent de Paul Society	Home Visits, outreach booth, events	400 estimated
Spectrum	1800 emails, 3000 individuals, events inc Farmer's Market, Facebook, blog	750 households
Canal Alliance	Outreach in ESL/computer classes, monthly youth program retreat, food bags, website	500+ households
Marin City Health & Wellness Center / Clinic	Health packs, promo materials, houseboats, selter hill, Hilarita, MiC Post	1,200 households in southern Marin
Galilee Harbor Community Association	Event in March, canvassing boats, mail drops	500 households
Marin City Golden Gate Village Resident Council	Door to door, flyers and presentations	Every household in Marin City community
IPM - Childhood Matters and Nuestros Ninos radio shows	Radio waves to spread word. Doctora Marisol - Latino families and Nurse Rona weekly radio programs	20,000 to 23,000 weekly listeners

Post Census Activities

While the CCC is expected to wind down after April 1, 2010, a number of important activities are planned by the U.S. Census. For example, the Postal Service will begin delivering replacement questionnaires for households that did not return their questionnaire, and follow up interviews will be conducted in person when clarification is needed to determine if changes should be made to respondents’ household rosters as reported on initial census returns, or if a completed questionnaire was not returned (termed Non-Response Follow-Up). In addition, census workers will visit group quarters to count people living or staying in places such as military barracks, college residence halls, skilled nursing facilities, group homes, and correctional and prison

facilities. Finally, the Census Bureau will deliver apportionment counts showing state population figures and the number of seats in the U.S. House of Representatives to the President of the United States in December 2010. A graphical timeline of the Census is shown below:



FISCAL/STAFFING IMPACT: Accepting this report does not have any fiscal or staff impacts. Funds for Census 2010 activities were previously allocated by the Board of Supervisors.

REVIEWED BY:

<input type="checkbox"/> Auditor-Controller	<input checked="" type="checkbox"/> N/A
<input type="checkbox"/> County Counsel	<input checked="" type="checkbox"/> N/A
<input type="checkbox"/> Human Resources	<input checked="" type="checkbox"/> N/A

Respectfully Submitted,

Reviewed by,

Kristin Drumm
Senior Planner

Brian C. Crawford
Director

Attachment 1: Sample Copy of the Census 2010 Questionnaire
Attachment 2: Marin County Complete Count Committee Membership List
Attachment 3: Marin Census Awareness Week Activities
Attachment 4: Editorial on the Census from the Novato Advance.