



STAFF REPORT

TOWN COUNCIL

Agenda Item: CENSUS PREPARATION PRESENTATION – Presentation by Gail Sadler, our Northern Arizona representative from the 2010 U.S. Census office.

Meeting Date: June 23, 2009

Staff Contact: Normalinda U. Zúñiga

Background: Ms. Sadler will be updating the Council on the Census 2010 efforts and the involvement requested from all of the cities and towns. Staff had the opportunity to meet with Gail Sadler, Partnership Specialist for the US Census, late last month to discuss the role the Town of Clarkdale will be taking in the 2010 Census. Town staff will take on the role of liaison between the Town citizens and the Census Bureau by forming and overseeing a 2010 Census Complete Count Committee (CCC).

What is a Complete Count Committee (CCC)?

A Complete Count Committee (CCC) is a volunteer committee that plans and implements local outreach efforts to publicize the importance of the 2010 Census. The CCC is charged with influencing members of the community to complete the 2010 Census questionnaire in a timely and accurate manner. The CCC will lead their community in the promotion of the 2010 Census importance from now through October 2010.

Why is the census important?

The U.S. Constitution requires the Census Bureau to conduct a once-a-decade count of the population. The federal government uses decennial census results to apportion the seats in the U.S. House of Representatives. Census data is also used to draw congressional and state legislative districts and distribute more than \$3 trillion in federal funds each decade.

In an effort to acquire the appropriate portion of federal funding for the Town of Clarkdale, staff will work closely with the Census Bureau liaison and establish a Complete Count Committee to encourage all citizens to accurately complete their census questionnaire and return it in a timely manner.

Recommendation: This item is discussion and information only and no action is required, however, Council may provide direction to Staff.