



CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

COMMUNITY DEVELOPMENT DIVISION

300 Sixth Street
Rapid City, SD 57701

Barbara Garcia, Community Development Specialist
Community Development Division
city web: www.rcgov.org

Phone: 605-394-4181
Fax: 605-394-2232
e-mail: Barbara.garcia@rcgov.org

MEMORANDUM

TO: Legal & Finance Committee

FROM: Barbara Garcia, Community Development Specialist

DATE: August 27, 2008

RE: **Authorization for Mayor to Sign Complete Count Program Participation Response for the United States 2010 Census**

Staff is seeking authorization for the Mayor to sign the Complete Count Program Participation Response form for the 2010 Census indicating the City's plan to utilize our existing infrastructure of agencies and contacts to implement local promotion activities leading up to the 2010 Census Count.

The U.S. Census Bureau wants to ensure that everyone is counted in the 2010 Census and seeks local government participation in making that a reality. The Census Bureau believes that by being informed about the census and better understanding the census process, residents are more likely to respond to the census questionnaire. The Census Bureau requires that the City submit this form indicating how the City will promote the effort and provide outreach and education about the Census.

The Census Bureau recommends the establishment of a Complete Count Committee to implement the local promotion activities, however staff believes that the City can effectively use the existing outreach infrastructure provided by non-profit agencies, business leaders and for-profit organizations already working within the community. The Community Development Division will do the outreach to those entities, educate them on the process and enlist their help in providing the information to their employees, customers, clients and families.

Staff Recommendation is for Council to authorize the Mayor to sign the Complete Count Program Participation Response for the United States 2010 Census indicating the City's plan to utilize our existing infrastructure of agencies and contacts to implement local promotion activities leading up to the 2010 Census Count.



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