



# City Council Report

**Date:** August 31, 2009  
**To:** City Council  
**Through:** Christopher J. Brady, City Manager  
**From:** Scott J Butler, Government Relations Director  
**Subject:** Mesa's Support for Census 2010  
Citywide

## Strategic Initiatives



### Purpose and Recommendation

Mesa City Council is considering a Resolution to support the U.S. Census Bureau in its Census 2010 activities in Mesa and offering its support in encouraging citizens to complete and return their forms.

### Background

The Constitution mandates that the United States count its entire population every 10 years in order to reapportion congressional districts. On April 1, 2010, the U. S. Census Bureau will conduct this decennial count. This time, the questionnaire has been condensed and contains only ten questions.

Undercounting of the census has been a problematic issue with serious implications. Each year Mesa receives approximately \$1,200 per person in state and federal revenues calculated on population figures determined by the Census. In the last decennial census in 2000, the goal in Mesa was to obtain a 65% response rate (census forms mailed back) but we only achieved 58% - down from a 60% return rate in 1990.

As in the past, the Mayor will be appointing a Complete Count citizens committee for planning and implementing local, targeted efforts that uniquely address the special characteristics of our community. This Committee will 1.) Make everyone in the community aware of Census 2010, 2.) Motivate the community to participate by filling out and returning their forms immediately, and 3.) Locate the hard-to-count populations.

The City has been actively participating in a Maricopa Association of Governments effort to review and approve mapping and address verification data which will be used, as well as a valley-wide coordination of publicity which will launch a major

media buy campaign this Fall. Mesa has allocated \$24,366 towards this \$213,408 effort. Some preliminary marketing materials have been collected with partnership purchases awarded from the U.S. Census and are beginning to be distributed at community events.

### **Discussion**

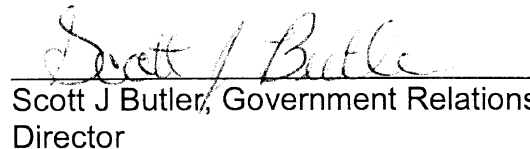
The Resolution provides a vehicle for Mesa's elected officials to record their support for the Census effort and provides a platform for creation of a citizen driven committee to begin the work of educating our community about the importance of this effort to Mesa, and even more specifically the importance to each resident.

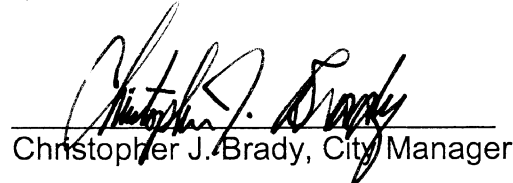
### **Fiscal Impact**

No specific funding is allocated to this effort, other than Mesa's \$24,366 portion of the MAG Media Campaign. Existing staff from the City Manager's Office are coordinating the City Departments' efforts and will serve as staff to the Complete Count Committee.

The potential of this effort to increase revenues across the board from federal and state funding is estimated at \$1,200 per citizen/year who would not otherwise have responded to the Census.

  
Jerry Dillehay, Mesa Census Coordinator

  
Scott J Butler, Government Relations  
Director

  
Christopher J. Brady, City Manager

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESA,  
MARICOPA COUNTY, ARIZONA, SUPPORTING THE UNITED STATES  
CENSUS BUREAU'S DESIRE TO CONDUCT A COMPLETE AND  
ACCURATE COUNT OF ALL MESA RESIDENTS AS OF APRIL 1, 2010.**

**WHEREAS**, a decennial census of every resident is required under Article 1, Section 2 of the U.S. Constitution; and

**WHEREAS**, an accurate census is essential for the allocation of representation with the legislative bodies of the U.S. House of Representatives, the Arizona State Legislature and within Arizona city and county voting districts; and

**WHEREAS**, billions of dollars each year in intergovernmental funding for health, education, transportation, child and elder care, emergency preparation and response, public works and social support programs of all kinds depends on complete and accurate age, population and other ethnic and demographic information gathered every ten years; and

**WHEREAS**, all units of government, large and small corporations, non-profit organizations, religious organizations and local businesses of all sizes require accurate information on population and family size and income data for investment, job development and marketing guidance and to determine the impact of educational, health and social programs; and

**WHEREAS**, individual and family information is held completely confidential by strong federal laws supported by consistent court rulings at all levels and is never released even to other units of local, state or federal governments except in large statistical totals, or to family members after 72 years for genealogical purposes only;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MESA, MARICOPA COUNTY, ARIZONA, AS FOLLOWS:**

Section 1: We do hereby endorse and fully support the United States Census Bureau's desire to conduct a complete and accurate count of all U.S. residents as of April 1, 2010; and

Section 2: We further urge our residents to join with us in enthusiastically supporting Census 2010 and urging all those with whom we have contact or influence to assist the U.S. Census Bureau in every way possible, and to return the census questionnaires promptly and accurately so that Census 2010 can be the most accurate and most efficiently conducted resident count ever conducted.

**PASSED AND ADOPTED** by the City Council of the City of Mesa, Maricopa County, Arizona, this 31st day of August, 2009.

**APPROVED:**

\_\_\_\_\_  
Mayor

**ATTEST:**

\_\_\_\_\_  
City Clerk