

Agenda Report

TO: CITY COUNCIL

DATE: FEBRUARY 28,2000

FROM: CITY MANAGER

SUBJECT: RECOGNITION OF \$26,745 IN STATE CENSUS 2000 FUNDS FOR SERVICES PROVIDED BY THE PASADENA COMPLETE COUNT COMMITTEE

RECOMMENDATION:

It is recommended that the City Council:

1. authorize the City Manager to enter into an agreement with the County of Los Angeles for Complete Count Committee census outreach services; and,
2. to recognize \$26,745 in State Outreach Funds, administered through the County of Los Angeles, to augment the Pasadena Complete Count Committee's outreach programs, and appropriate those funds to account #141070 (Census Outreach Services Grant).

BACKGROUND:

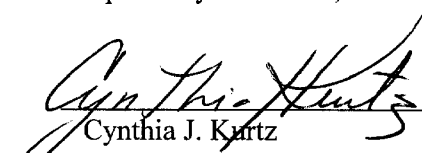
The City of Pasadena has been determined to be eligible for census outreach funds from the State of California. The State allocated \$5 million for Census 2000 outreach to ensure California is counted accurately. Los Angeles County has been allocated 35% or \$1.75 million to outreach to undercount populations to ensure that all cities within the county are accurately counted. The City of Pasadena ranks seventh among LA County cities that were undercounted in the 1990 Census. As a result, LA County calculated the City of Pasadena's share, based upon U.S. Census estimates of undercount, and found that the city is entitled to \$26,745. These funds must be used to augment the efforts of the Pasadena Complete Count Committee to outreach into the undercount populations.

The City of Pasadena is eligible for state outreach funds because it created a complete count committee (CCC), developed a partnership with the U.S. Census and appropriated funds to support the CCC outreach effort. In November, the Pasadena City Council adopted a resolution creating a Complete Count Committee and allocated \$70,000 toward this effort. The Pasadena CCC has been meeting since December, developing and implementing an outreach plan. The additional funds from the State will be used to augment the CCC outreach efforts including increasing door-to-door programs in specific areas and the creation of incentives for completion of the census forms.

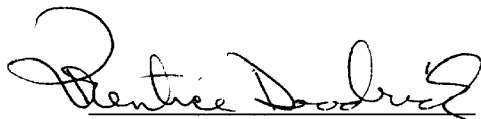
FISCAL IMPACT:

Approval of the recommendation will increase the budget of the Pasadena Complete Count Committee by \$26,775. Account #141070 (Census Outreach Services Grant) has been established to comply with all monitoring and record keeping requirements of the County.

Respectfully submitted,


Cynthia J. Kurtz
City Manager

Prepared by:


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Assistant City Manager