

# COUNCIL COMMUNICATION

<b>Meeting Date:</b> August 31, 2010	1 <sup>st</sup> Reading _____ 2 <sup>nd</sup> Reading _____	<b>Legal Review:</b> N/A	<b>Work Plan #</b> 245	<b>Agenda Location:</b> Presentations	<b>Agenda Item:</b> 6A-1
<b>Subject:</b> PRESENTATION OF A CERTIFICATE OF APPRECIATION BY THE U.S. CENSUS BUREAU TO THE CITY FOR ITS EFFORTS IN PROMOTING THE 2010 U.S. CENSUS.					
<b>Prepared by:</b> Robin Brown		<b>Approved by:</b> Jack Ethredge		<b>Ordinance previously introduced by:</b> _____	
<b>Reviewed by:</b> Jeff Coder		<b>Presented by:</b> Glenda Lainis Policy Planning Manager			

**KEY CONSIDERATIONS:**

- Larry Mugler, Government Partnership Specialist from the U.S. Census Bureau, will present the City with a Certificate of Appreciation for their efforts in promoting the 2010 United States Census.
- Mr. Mugler will also provide information on the 2010 Census data release dates.

**BUDGET/STAFF IMPLICATIONS:**

- None.

**RECOMMENDATION:**

- Staff recommends acceptance of the Certificate of Appreciation.

**HISTORY:** (includes previous City Council action)

- On January 12, 2010, Council approved a resolution recognizing the importance of the 2010 Census, partnering with the U.S. Census Bureau to encourage resident participation, and approving a donation of services and space agreement for the 2010 Census.
- Other City efforts to promote the 2010 Census and encourage resident participation included:
  - Operation of a promotional booth at HarvestFest 2009
  - Posters at seventeen bus shelters
  - Signs on the City's sixteen trash trucks
  - Multiple articles and links on the City's web page
  - An article in the Inside Thornton magazine, 2010 Spring edition
  - 35,000 inserts in the City's utility bills, March to April 2010 cycles
  - Public service announcements run continuously on Cable 8 since December 2009
  - *Questionnaire Assistance Centers* at the Thornton Senior Center and Thornton City Hall
  - Posters and flyers distributed to 40 faith-based groups and displayed at all City facilities
  - 3,000 door hangers, flyers and/or posters delivered to residents in Census tracts identified as "hard-to-count"
  - Reminder messages via T-mail, Twitter, Facebook, and email
  - Eight *City Link* articles about the Census
  - Census testing and training of new workers at the Margaret W. Carpenter Recreation Center
  - Posters, flyers and water bottles handed out at the *ArtExposed* event, March 20, 2010
  - Window clings displayed at entrances to City facilities