

Worksession

Agenda Item #	5
Meeting Date	October 5, 2009
Prepared By	Suzanne Ludlow, Deputy City Manager
Approved By	

Discussion Item	Preparation for 2010 Census
Background	<p>Census Day is April 1, 2010. Takoma Park is in the area of Montgomery County that is the highest risk for an undercount. An undercounted population in the Census results in lower allocations of federal funding (particularly for programs and services for those people that were not counted), leaves our residents and others with a distorted picture of the community of Takoma Park, and may result in fewer elected officials in Maryland.</p> <p>Organizing for a successful Census has begun across the nation; efforts in Montgomery County and the State of Maryland are still in the early stages. What is needed in Takoma Park are “trusted ambassadors” of the various communities of Takoma Park to encourage people to participate in the Census. City Council-members are being asked to identify these trusted ambassadors and to ask them to participate in a Complete Count Committee. The Complete Count Committee will help identify the steps that are needed to ensure excellent participation rates in the 2010 Census. Funds and assistance from the Census Bureau, Montgomery County and the State of Maryland can help the Committee undertake the activities it feels would work best in Takoma Park.</p>
Policy	The City Council is concerned with having fair allocations of federal funding and fair representation by elected representatives.
Fiscal Impact	Could be substantial.
Attachments	None.
Recommendation	Receive briefing; identify “trusted ambassadors.”
Special Consideration	