

RESOLUTION

WHEREAS, the City Council for the City of Lubbock recognizes the vital importance of an accurate 2010 Census, which affects our community's political representation in the United States Congress and in the State Legislature and also determines the percentage of Federal and State funds returned to the City of Lubbock each year, and

WHEREAS, the City Council further recognizes the need for an intensive public education campaign to inform all residents about the importance of cooperating with the census; and

WHEREAS, the U.S. Census Bureau recommends that local governments work together to form Complete Count Committees, which are teams of community leaders appointed by the highest elected officials to develop and implement a locally based outreach and awareness campaign for the 2010 Census and ensure that every resident in this area is counted; NOW THEREFORE:

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LUBBOCK

SECTION 1. THAT the City Council of the City of Lubbock in cooperation with Lubbock County hereby establishes a "Complete Count Committee" charged with the responsibility of supporting and supplementing the mass communication effort of the Census Bureau by attempting to reach all segments of our total population and especially emphasizing the confidentiality of the census information. A copy of the Lubbock County Resolution entitled "Appointment and Funding for the Complete Count Committee" enacted February 27, 2009, is attached here to as Exhibit A and made a part hereof for all purposes.

SECTION 2. THAT the Lubbock Complete Count Committee shall consist of seventeen members, three of whom will be appointed by the Lubbock County Commissioners Court. The Mayor will appoint a Chairperson and a Vice-Chairperson and the other City Council Members will appoint two members each.

SECTION 3. THAT the Complete Count Committee shall be chosen from the entire community and shall include representatives from all local major ethnic and cultural interests.

SECTION 4. THAT the Complete Count Committee shall be dissolved July 31, 2010 to ensure ample time after Census Day for completion of its assigned duties.

SECTION 5. THAT the Complete Count Committee shall endeavor to contain expenditures by soliciting external funding, obtaining in-kind donations,

promoting sources of Census information and stories to the media, and use of the internet to distribute promotional information.

SECTION 6. THAT in carrying out their responsibilities, the Complete Count Committee shall pursue the goals of making everyone in the community aware of Census 2010 and motivating citizens to participate by filling out the Census form and returning it immediately.

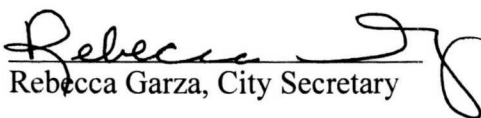
SECTION 7. THAT Committee objectives shall include: (a) developing a local targeted plan of action to support Census 2010 operations, recruiting, and promotion; (b) using highly visible and well-respected local figures to increase community support for and response to the census; (c) promoting the census to community residents through government departments particularly, those agencies with extensive public contacts; (d) implementing activities that will improve census participation by all residents, especially historically undercounted segments of the population; (e) emphasizing the Census Bureau's commitment to confidentiality to further increase participation in the census; (f) augmenting media programs, publicity and promotion conducted by the Census Bureau; (g) providing local knowledge and intelligence that will assist the Census Bureau's operational activities and programs; (h) supporting the Census Bureau's programs and activities that promote and improve the census; and (i) supporting the Census Bureau's recruitment of employees needed to conduct the census.

Passed by the City Council this 23rd day of March, 2009



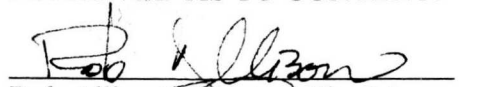
TOM MARTIN, MAYOR

ATTEST:




Rebecca Garza, City Secretary

APPROVED AS TO CONTENT:



Rob Allison, Assistant City Manager
Business Development

APPROVED AS TO FORM:



Linda L. Chamales,
Economic Development Attorney

EXHIBIT A



Appointment and Funding for the Complete Count Committee

WHEREAS, the next United States Census of Population and Housing will be taken in 2010; and

WHEREAS, the Lubbock County Commissioner's Court recognizes the vital importance of an accurate census for the distribution of federal funding, the political representation in the United States Congress and in the State Legislature, in academic research, in community needs assessment, and in business decisions; and

WHEREAS, the Lubbock County Commissioner's Court further recognizes the need for an intensive public education campaign to inform all residents about the importance of cooperating with the census; and

WHEREAS, a Complete Count Committee is being formed with representatives from the entire community and including representatives from all local major ethnic and cultural interests with the responsibility of supporting and supplementing the mass communication effort of the Census Bureau by attempting to reach all segments of our total population and especially emphasizing the confidentiality of the census information; and

WHEREAS, the Lubbock County Commissioner's Court desires to participate and support the Complete Count Committee;

NOW THEREFORE, BE IT RESOLVED:

THAT Lubbock County will participate in the promotion of the 2010 Census by

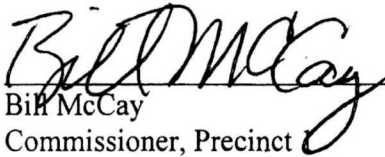
1. Appointing three individuals to the Complete Count Committee. Committee members to be appointed prior to the 2010 census.

2. Providing \$10,000.00 in funding to the Complete Count Committee by November 1, 2009.

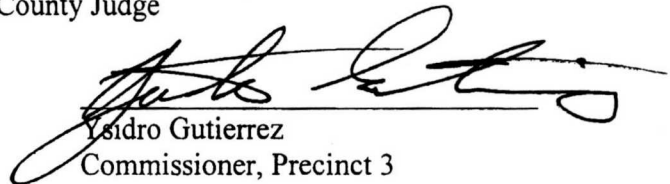
Adopted this 27th day of October, 2008.



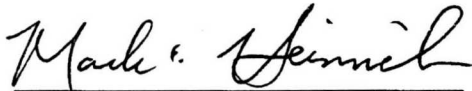
Tom Head
Lubbock County Judge



Bill McCay
Commissioner, Precinct 1



Ysidro Gutierrez
Commissioner, Precinct 3



Mark Heinrich
Commissioner, Precinct 2



Patti Jones
Commissioner, Precinct 4

ATTEST:

APPROVED AS TO FORM:



Kelly Pinion, County Clerk



B.J. Hemmeline, CDA Civil