



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
County Manager's Office



DATE: October 5, 2009
BOARD MEETING DATE: October 20, 2009
SPECIAL NOTICE/HEARING: None
VOTE REQUIRED: Majority

TO: Honorable Board of Supervisors
FROM: David S. Boesch *MS Gibson for David Boesch.*
SUBJECT: Appropriations Transfer Request (ATR)

RECOMMENDATION:

Approve an Appropriations Transfer Request (ATR) in the amount of \$90,000, transferring \$90,000 from Non-Departmental Reserves to Salaries and Benefits and Services and Supplies to fund a Census 2010 Coordinator Position

BACKGROUND:

In late 2008, Supervisor Rose Jacobs Gibson was appointed as Chair of the Complete Count Committee (CCC), the body responsible for organize and encourage the County's census efforts.

The CCC has met twice, and an internal working group of County departments has met once to discuss ways to best integrate Census messaging and ensure that hard-to-count populations participate.

Two County employees (one from the County Manager's Office, and one from Supervisor Jacobs Gibson's office) have been assigned to staff this effort, and have been responsible for organizing meetings, distributing materials, communicating with Census officials, and other related duties.

During the FY 2009-10 / 2010-11 County budget hearings, Supervisor Jacobs Gibson requested that a full-time position be created to coordinate the County's Census efforts. The County Manager recommended that his office review the request and make a recommendation to this body. Though a report to the Housing, Health and Human Services Committee on September 22nd 2009, it was decided that the County hire a Census Coordinator to continue outreach efforts with County municipalities and Census partners.

DISCUSSION:

The Census Coordinator will be responsible for coordinating all aspects of Census

outreach with the residents of San Mateo County, through the partners of the Complete Count Committee and the cities of the County. Responsibilities include:

- Working closely with County leaders, staff, the Complete Count Committee, and officials from the United States Census Bureau on execution of the census project.
- Overseeing planning, implementation, and evaluation of County's census project.
- Serving as the County's primary resource for census information.
- Working with internal departments and external stakeholders, particularly the Complete Count Committee, in implementation of activities that enhance census outreach efforts.
- Developing and produce messages that communicate the value of the census project to constituents and evaluating the message's effectiveness.
- Encouraging stakeholders to integrate census messages into their organization's communications work.

The Census Coordinator position is temporary, and the duties of the position are expected to be completed by June 30, 2010.

Approval of this Agreement contributes to the Shared Vision 2025 outcome of a Collaborative Community by enabling an accurate, complete count of the population of San Mateo County and ensuring continued award of Federal funds that utilize Census data, as well as providing for an accurate representation in the U.S. House of Representatives.

FISCAL IMPACT:

The ATR will transfer \$90,000 from Non-Departmental Reserves to cover the position and its ancillary costs.