

**MARIPOSA COUNTY
BOARD OF SUPERVISORS**

**AGENDA
ACTION FORM**

DATE: January 4, 2000
AGENDA ITEM NO.: 11

DEPARTMENT: Administration

BY: Janet Hogan

PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION:

(Policy Item: Yes ___ No)

Review and approve the General Plan for the Census 2000 Complete Count Campaign and designate the Board of Supervisors to serve as the Mariposa County Complete Count Committee.

The State has notified us that there is \$3,000 available for Mariposa County to use to fund activities to increase the census count in our area. This is a useful activity because many state and federal funding formulas use population as the basis for distributing dollars. Interim Planning Director Sarah Williams and I prepared the General Plan for submission by the December 28, 1999 deadline, but any revisions or additions the Board makes will be submitted as modifications to the plan. Once the General Plan is reviewed and approved, an Implementation Plan will be prepared that provides more details about program activities.

A requirement for this program is that there be a Complete Count Committee. Given the short timeframe and small amount of funding available, staff recommends that the Board of Supervisors designate itself as the committee. This is an *ad hoc* committee that would be dissolved upon completion of the Complete Count program.

Funding will be dispersed fifty percent upon approval of the General Plan and fifty percent upon approval of the Implementation Plan. Staff will return to the Board with a budget action to recognize the revenue and add expenditure appropriations to the Administration budget.

The General Plan and budget follow this page.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board of Supervisors previously designated the Planning Department as the lead agency for Census 2000 in Mariposa County.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

It is not required that we participate in the Complete County Campaign. If Mariposa County does not participate, the \$3,000 set aside for us will be redistributed to other jurisdictions.

COSTS: (<input checked="" type="checkbox"/>) Not Applicable A. Budgeted Current FY \$ B. Total Anticipated Costs \$ C. Required Additional Funding \$ D. Internal Transfers \$		SPECIAL INSTRUCTIONS: List the attachments and number the pages consecutively: Census 2000 Complete Count Campaign General Plan & Budget
SOURCE: () 4/5ths Vote Required \$ A. Unanticipated Revenues \$ B. Reserve for Contingencies \$ C. Source Description: _____ Balance in Reserve for Contingencies, if approved: _____		
CLERKS USE ONLY: Res. No. <u>00-11</u> Ord. No. _____ Vote - Ayes: <u>4</u> Noes: _____ Absent: <u>Reilly</u> Abstained: _____ Approved () Denied () Minute Order Attached () No Action Necessary The foregoing instrument is a correct copy of the original on file in this office Date: _____ ATTEST: _____ MARGIE WILLIAMS, Clerk of the Board County of Mariposa, State of California BY: _____ Deputy		
ADMINISTRATIVE OFFICER'S RECOMMENDATION: This item on agenda as: <input checked="" type="checkbox"/> Recommended <input type="checkbox"/> Not Recommended <input type="checkbox"/> For Policy Determination <input type="checkbox"/> Submitted with Comment <input type="checkbox"/> Returned for Further Action Comment: _____ _____ CAO's Initials: <u>JH</u>		

**COUNTY OF MARIPOSA
CENSUS 2000 COMPLETE COUNT CAMPAIGN
GENERAL PLAN
DECEMBER 1999**

PURPOSE: The County of Mariposa will undertake a program to increase the participation of our citizens in the 2000 census. The program will consist of advertising and outreach activities to encourage people to complete their census questionnaire in a timely and accurate manner.

CONTACT: Mariposa County Planning Department
Sarah Williams, Interim Planning Director
Post Office Box 2039
Mariposa, California 95338
(209)966-5151

BUDGET: The amount allocated for Mariposa County is \$3,000. A budget detailing proposed expenditures in that amount follows as Attachment I. Expenditures will be for newspaper ads, printing, postage and mileage to distribute flyers around the county.

COMPLETE COUNT COMMITTEE: The Board of Supervisors will appoint a Complete County Committee at their meeting scheduled for January 4, 2000.

TARGET POPULATION: The estimated undercount for our county is 433 persons. The two major groups that may have been undercounted in the past are people living in remote rural areas and employees and families living in or near Yosemite National Park.

STRATEGY: Existing information sources will be used. These include our local newspapers, community bulletin boards and public offices. Additionally, program staff that have community contacts as part of their routine tasks will be asked to distribute flyers. For example, the Head Start Home Base teachers will be given flyers to share with the families with whom they work. We will coordinate with employers in and near Yosemite National Park to get information to their employees. Finally, information about the census questionnaire will be posted on the County web page (<http://www.co.mariposa.ca.us>).

CITIES AND COMMUNITY BASED ORGANIZATIONS: There are no incorporated cities in Mariposa County. Community Based Organizations that we will work with include Head Start and Mountain Crisis Services (domestic violence program). We do not plan to formally contract with either organization. County government departments that we will call on to assist include the Health

Department, Human Services Department, Community Services Department (senior program) and the Sheriff's Department SCOPE volunteer program.

MEDIA STRATEGY: We propose to run quarter-page display ads in the local newspapers. For the two weeklies, ads will run for four weeks in March 2000. The *Yosemite Herald* is a monthly, so one ad will run in that paper.

COORDINATION AND NON-DUPLICATION: All advertising and outreach activities will be coordinated with the California Complete Count Campaign and will not duplicate federal and state activities.

CENSUS JOBS: No actions will be taken to promote census jobs based on the information available at this time.

REPORTING: The Interim Planning Director and County Administrative Officer will share responsibility for completing and submitting required reports.

COUNTY OF MARIPOSA
COMPLETE COUNT CAMPAIGN
PROPOSED BUDGET

INCOME

State allocation	\$3,000
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EXPENDITURES

Newspaper Advertising:

Gazette & Mountain Life (4 times)	\$1,240
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Tribune (4 times)	\$882
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Yosemite Herald (1 time)	\$250
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Sub Total	\$2,372
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Flyers & Mailers:

800 @ .25	\$200
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Postage: 400 @ .33	\$132
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Sub Total	\$332
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Mileage: 500 miles @ .31 per mile	\$155
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Administration @ 5%	\$141
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Unallocated balance	\$0
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TOTAL EXPENDITURES	\$3,000
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