

County of Santa Clara
Office of the County Executive
Intergovernmental Relations




CE09 102009

Prepared by: Melissa Erickson
Census 2010 Program Manager
Reviewed by: Emily Harrison
Deputy County Executive

DATE: October 20, 2009

TO: Board of Supervisors

FROM: 
Jeffrey V. Smith
County Executive

SUBJECT: Census 2010 Marketing Plan and Corporate Sponsorship Program

RECOMMENDED ACTION

Adopt Resolution delegating authority to the County Executive, or designee, to negotiate, execute, amend, terminate, and take any and all necessary or advisable actions relating to Census 2010 Marketing Plan and Corporate Sponsorship Program with potential sponsors to provide sponsorships in an amount not to exceed \$25,000 for period October 26, 2009 through June 30, 2010, following approval by County Counsel as to form and legality, and approval by the Office of the County Executive. Delegation of authority shall expire on June 30, 2010. (Roll Call Vote)

FISCAL IMPLICATIONS

There is no impact on the County's General Fund.

CONTRACT HISTORY

None.

REASONS FOR RECOMMENDATION

The Partnership Network was formed in November 2008 and consists of the County of Santa Clara, the City of San Jose, and Valley Transportation Authority. Each of these agencies pledged staff and resources to work in partnership with the Federal Census Bureau to conduct outreach for Census 2010.

The Partnership Network will seek corporate sponsorships to conduct special outreach programs in the community. These sponsorships would supplement existing budget to expand the impact of the outreach done by the Partnership Network.

In accordance with Government Code 26110 and County Code Chapter A-36, the Board of Supervisors is authorized to sell the right to advertise on County property. However, prior to the sale of any rights, a marketing plan is required (Attachment A) which the Board of Supervisors must adopt by resolution (Attachment B). The Partnership Network seeks to manage a corporate sponsorship program for community outreach programs. To that end, staff developed a Sponsorship Agreement form (Attachment C) that include levels of contribution according to cash value or in-kind service.

Also in accordance with Government Code 26110, Active Network, a private consulting firm, reviewed and approved the Census 2010 Marketing Plan.

BACKGROUND

The census is a count of everyone living in the United States. It is required by the Constitution to be conducted once every ten years. The next Census will be on April 1, 2010. The results determine the allocation of over \$400 billion per year in federal funding to local governments.

Census figures also determine congressional representation for the states. For the first time in its history, California is in danger of losing a seat in this decennial.

Census 2010 data will be used in redistricting in 2011. Census data are also used in long-term planning strategies of local governments.

This is the first Marketing Plan and Corporate Sponsorship Program of its kind to be adopted for Census 2010 in Santa Clara County.

CONSEQUENCES OF NEGATIVE ACTION

Failure to approve this action may result in the Partnership Network being unable to expand community outreach programs and may result in a less than accurate count in Census 2010.

STEPS FOLLOWING APPROVAL

Upon Board approval, the Clerk of the Board shall send a Keyboard notification of approval to Melissa Erickson at melissa.erickson@ceo.sccgov.org.

ATTACHMENTS

- Census 2010 Marketing Plan
- Resolution
- Sponsorship Agreement