



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Informational Presentation on Census 2000
MEETING DATE: April 5, 2000
SUBMITTED BY: Cynthia Haynes, Community Promotions Director

RECOMMENDED ACTION: Information only.

BACKGROUND INFORMATION: As the City of Lodi representative on the San Joaquin County Census 2000 Complete Count Committee, I would like to enlighten citizens on the importance of filling out and returning their census forms.

An accurate census is crucial because the final tally will be used to apportion seats in the House of Representatives and State Legislature. The census will also be used to allocate more than \$187 billion dollars for local services such as roads, hospitals, schools and various community programs.

To spread the word in Lodi, we have executed a Successful Lodi 2000 –You Count Day which was held on March 18, 2000 where we assisted citizens in filling out forms and hired local residents to work for the census. We have also created a tag line reminding citizens to send their census form in and included it in our City utility bills. We are working with Lodi Unified School District to present a “complete count” rally to the five high school Civic classes.

FUNDING: Not Applicable

Respectfully,

Cynthia L. Haynes
Community Promotions Director

APPROVED: _____

H. Dixon Flynn -- City Manager