

Proposed Scope of Census Activities and Timeline

November 2009

1. Appoint a liaison to work with Census Bureau (**November 2009**)
 - a. Designate County Administrator's Office as Liaison
2. Review viability of Complete Count Committee (**November 2009**)

December 2009

1. Work with cities and community based organizations to provide outreach:
 - a. City of Santa Rosa Complete Count Committee
 - b. La Luz – Concilio Latino Group – Coalition of countywide non-profits
 - c. California Human Development Corporation
 - d. Volunteer Center of Sonoma County
 - e. Faith Based Organizations
 - f. KRCB
 - g. KBBF
 - h. KRRS
 - i. Community Foundation of Sonoma County
2. Use 2010 Census drop-in articles, messages and logos in newsletters, mailings, and other in-house communications (e-mail, Website etc.) (**December 2009 – April 2010**)
 - a. Draft article for The Reporter Newsletter
 - b. Place Census website link on County website and all Department websites
 - c. Update County website on any local census promotional events (if any)
 - d. Have Departments notify employees about upcoming Census efforts/programs
 - e. Have departments include census information with any outward communications
 - f. Email employees encouraging their participation
 - g. Provide translated Census information to community based groups
3. Display and/or distribute 2010 Census promotional materials (**December 2009-May 2010**)
 - a. Have census materials available at all County Departments with public access
 - b. Have Census materials on County web page available for download
 - c. Allow the Census Bureau to post County's name on the 2010 Census website
 - d. Link the 2010 Census (www.2010census.gov) website from County website

4. Put the 2010 Census on the agenda at meetings and allow presentations by Census Bureau Staff
 - a. Schedule Census Bureau presentation for Board consideration
 - b. Propose adoption of Board Resolution supporting census participation

January 2010

1. Place 2010 Census articles/editorials in local newspapers/newsletters/magazines. **(January-March 2010)**
 - a. Board member Close to Home/ Editorials/letters to the editor for local news outlets
 - b. Ensure placement in bi-lingual newspapers
2. Air 2010 Census Board Member recorded Public Service Announcements/ Schedule local radio appearances **(January – March 2010)**
 - a. Board members record Public Service Announcements for local radio programs encouraging participation in the 2010 Census
 - b. Schedule Board members for interviews on local radio talk/news programs

February 2010

Census sends out short forms to all households

April 1st, 2010

Census takers start going door to door