



## CITY OF DUNWOODY

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## MEMORANDUM

To: Mayor and City Council

From: Sharon Lowery, City Clerk

Date: November 16, 2009

Subject: **2010 Census – Complete Count Committee**

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Every decade since 1790, the U.S. Census Bureau has conducted a constitutionally mandated census to determine the number of people living within the United States. This data is used by the nation's leaders to help make vital decisions on behalf of all residents, including reapportionment and redistricting. Census data also affect how more than \$300 billion in federal funds are distributed to state and local governments each year.

One of the primary goals of the 2010 Census is to increase the national response rate. To meet this goal, the City of Dunwoody has agreed to be an official 2010 Census partner and become part of the DeKalb County Complete Count Committee. The City of Dunwoody can further help achieve this goal by tapping into local knowledge and expertise to form a Dunwoody Complete Count Committee.

A Complete Count Committee is a volunteer committee designed to increase awareness about the census and motivate residents to respond. The Census Bureau recommends establishing a committee that includes a cross section of community representatives from education, business, religious organizations and the media. A Dunwoody Complete Count Committee could work to develop and implement a plan designed specifically to target the residents of Dunwoody.

**Staff recommends forming a Dunwoody Complete Count Committee.** This would add to the efforts already in progress and ensure Dunwoody is more accurately represented in the 2010 Census including the Mayor and Council's work to ensure Census Designated Place for Dunwoody will be replaced by the Dunwoody city boundaries.

If this recommendation pleases the Mayor and City Council, per Chapter 2 of the Code of Ordinances, "the Mayor may establish Advisory Committees. Each Committee may have one or more Council members."