



# City of Woodland

## REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR  
AND CITY COUNCIL

DATE: February 16, 2010

SUBJECT: Resolution – Census 2010

### **Report in Brief**

Cities and their residents will be asked to participate in the 2010 Census over the next several months. It is crucial that complete information is secured so that local governments receive their fair share of federal funds and representation in the United States Congress is accurately stated.

Staff recommends that the City Council adoption Resolution No. \_\_\_\_\_ to encourage support and partnership with the Census Bureau for completion of the 2010 Census.

### **Background**

Every ten years the Census Bureau is required by the U. S. Constitution to “enumerate” the residents of the nation. The Bureau conducts a complete and thorough count of City residents to include information used to determine the quantity of funds Woodland could receive from the Federal government and congressional representation.

### **Discussion**

The action by the Census Bureau and the resultant figures are the basis for \$400 billion in Federal funds received each year for hospitals, job training centers, schools, senior centers, bridges, tunnels, other public works projects and for emergency services. This data also assists in the determination of the number of seats California will have in the U. S. House of Representatives.

In March, Census forms will be delivered to every resident. Citizens are asked to complete ten short questions and return the form in a postage-paid envelope provided. If forms are not received, an onsite visit may be made. All information provided in the census is protected under Federal law.

Information that is gleaned from the census includes the population, age span, race and ethnicity, education, housing, and local sales. The information is compared with the census from ten years ago and beyond to show the differing facts. The Federal, State and local government entities all utilize

this information in a variety of ways, such as creating programs, demographic determinations, needs assessments, etc.

**Fiscal Impact**

There is no fiscal impact upon the City to cooperate with the Bureau in the conduct of the Census. The fiscal implications based upon the accuracy of the data could be substantial.

**Public Contact**

Posting of the City Council agenda.

**Recommendation for Action**

Staff recommends that the City Council adoption Resolution No. \_\_\_\_\_ to encourage support and partnership with the Census Bureau for completion of the 2010 Census.

Prepared by: Sue Vannucci, Director of  
Administrative Services

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Mark G. Deven  
City Manager

Attachment: Resolution  
Data Sheets

**RESOLUTION \_\_\_\_\_**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND,  
CALIFORNIA, IN SUPPORT OF THE COLLECTION OF THE 2010  
CENSUS INFORMATION FOR THE STATE OF CALIFORNIA**

**WHEREAS**, the United States Constitution mandates a decennial count of the population; and,

**WHEREAS**, the City Council of the City of Woodland is committed to ensuring every City resident is counted in the 2010 Census; and,

**WHEREAS**, more than \$400 billion in annual Federal and State funding for health care, transportation, community development, housing, social services, employment and education is allocated to communities based, in part, on census data; and,

**WHEREAS**, census data help determine how many seats each State will have in the U. S. House of Representatives and are used to redistrict California State Senate and Assembly Districts and Supervisorial Districts; and,

**WHEREAS**, the 2010 Census creates jobs that help stimulate the local economy; and,

**WHEREAS**, every Census Bureau worker takes a lifetime oath to protect confidentiality and the Census Bureau ensures that the data identifying respondents or their household is not released or shared for 72 years; and,

**WHEREAS**, a united voice from government, business, community-based and faith-based organizations, educators, media and others will allow the 2010 Census message to reach a broader audience, providing trusted advocates who can increase awareness of the importance of the 2010 Census.

**NOW, THEREFORE, BE IT RESOLVED**, that the City Council of the City of Woodland supports the 2010 Census and will partner with the Census Bureau to disseminate information, encourage participation and work to achieve an accurate and complete count.

**PASSED AND ADOPTED** this 16<sup>th</sup> day of February 2010 by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

\_\_\_\_\_  
Marlin H. Davies, Mayor

ATTEST:

APPROVED AS TO FORM:

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Susan L. Vannucci, Director of  
Administrative Services

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Andrew J. Morris, City Attorney

## State &amp; County QuickFacts

**Woodland (city), California**

<b>People QuickFacts</b>	<b>Woodland</b>	<b>California</b>
Population, 2006 estimate	51,144	36,457,549
Population, percent change, April 1, 2000 to July 1, 2006	3.2%	7.6%
Population, 2000	49,151	33,871,648
Persons under 5 years old, percent, 2000	8.1%	7.3%
Persons under 18 years old, percent, 2000	29.7%	27.3%
Persons 65 years old and over, percent, 2000	10.5%	10.6%
Female persons, percent, 2000	51.0%	50.2%
White persons, percent, 2000 (a)	66.8%	59.5%
Black persons, percent, 2000 (a)	1.3%	6.7%
American Indian and Alaska Native persons, percent, 2000 (a)	1.5%	1.0%
Asian persons, percent, 2000 (a)	3.8%	10.9%
Native Hawaiian and Other Pacific Islander, percent, 2000 (a)	0.3%	0.3%
Persons reporting two or more races, percent, 2000	4.9%	4.7%
Persons of Hispanic or Latino origin, percent, 2000 (b)	38.8%	32.4%
Living in same house in 1995 and 2000, pct 5 yrs old & over	46.0%	50.2%
Foreign born persons, percent, 2000	19.4%	26.2%
Language other than English spoken at home, pct age 5+, 2000	35.2%	39.5%
High school graduates, percent of persons age 25+, 2000	73.0%	76.8%
Bachelor's degree or higher, pct of persons age 25+, 2000	18.0%	26.6%
Mean travel time to work (minutes), workers age 16+, 2000	20.7	27.7
Housing units, 2000	17,120	12,214,549
Homeownership rate, 2000	58.5%	56.9%
Median value of owner-occupied housing units, 2000	\$153,100	\$211,500
Households, 2000	16,751	11,502,870
Persons per household, 2000	2.89	2.87
Median household income, 1999	\$44,449	\$47,493
Per capita money income, 1999	\$18,042	\$22,711
Persons below poverty, percent, 1999	11.9%	14.2%
<b>Business QuickFacts</b>	<b>Woodland</b>	<b>California</b>
Wholesale trade sales, 2002 (\$1000)	D	655,954,708
Retail sales, 2002 (\$1000)	508,046	359,120,365
Retail sales per capita, 2002	\$9,979	\$10,264
Accommodation and foodservices sales, 2002 (\$1000)	46,112	55,559,669
Total number of firms, 2002	3,216	2,908,758
Black-owned firms, percent, 2002	F	3.9%
American Indian and Alaska Native owned firms, percent, 2002	F	1.3%
Asian-owned firms, percent, 2002	S	12.8%
Hispanic-owned firms, percent, 2002	19.5%	14.7%
Native Hawaiian and Other Pacific Islander owned firms, percent, 2002	F	0.2%
Women-owned firms, percent, 2002	31.1%	29.9%
<b>Geography QuickFacts</b>	<b>Woodland</b>	<b>California</b>
Land area, 2000 (square miles)	10	155,959
Persons per square mile, 2000	4,767.3	217.2
FIPS Code	86328	06
Counties		

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- (a) Includes persons reporting only one race.
  - (b) Hispanics may be of any race, so also are included in applicable race categories.

D: Suppressed to avoid disclosure of confidential information  
F: Fewer than 100 firms  
FN: Footnote on this item for this area in place of data  
NA: Not available  
S: Suppressed; does not meet publication standards  
X: Not applicable  
Z: Value greater than zero but less than half unit of measure shown

Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, 2000 Census of Population and Housing, 1990 Census of Population and Housing, Small Area Income and Poverty Estimates, County Business Patterns, 2002 Economic Census, Minority- and Women-Owned Business, Building Permits, Consolidated Federal Funds Report, Census of Governments  
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