

RESOLUTION NO. 2009- 355

A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, APPROVING A PARTNERSHIP BETWEEN ST. JOHNS COUNTY AND THE UNITED STATES CENSUS TO WORK TOGETHER IN RAISING AWARENESS OF THE ST. JOHNS COUNTY, FLORIDA RESIDENTS, IN ORDER TO ENSURE PARTICIPATION IN THE 2010 CENSUS AND PARTNER ON A RANGE OF ACTIONS, INCLUDING THE ESTABLISHMENT OF A COMPLETE ST. JOHNS COUNTY COMMITTEE THAT WILL HELP THE COMMUNITY BE AWARE OF THIS IMPORTANT DECENNIAL EVENT AND RAISE AWARENESS TO OBTAIN THE HIGHEST LEVEL OF PARTICIPATION POSSIBLE BY ALL ST. JOHNS COUNTY RESIDENTS .

WHEREAS, more than \$300 billion per year in federal and state funding is allocated to states and communities based on United States census data; and

WHEREAS, an accurate United States census count is vital to St. Johns County, the community and residents' well-being by providing information, in order to determine where to locate, roads, public transportation, hospitals schools, day-care centers and other facilities and services, and is used to make decisions concerning business growth and housing needs; and

WHEREAS, United States census data ensures fair Congressional representation by determining how many seats each state will have in the U.S. House of Representatives, as well as, the redistricting of state legislatures, county and city councils, and voting districts, and certain other special districts; and

WHEREAS, the United States 2010 Census creates jobs that stimulate economic growth and increase employment opportunities in St. Johns County, and its community; and

WHEREAS, the information collected by the United States Census is protected by law and remains confidential for as long as permitted by federal law; and

WHEREAS, St. Johns County, Florida is committed to partnering with the United States Census Bureau, in order to help ensure a full and accurate United States Census count in 2010; and

WHEREAS, as a United States 2010 Census partner, will do the following:

- Create, or seek opportunities, in which to collaborate with other like-minded groups in St. Johns County, and the community, such as Complete Count Committees, in order to utilize high-profile, trusted voices to advocate on behalf of the United States 2010 Census.
- Support the goals and ideals for the United States 2010 Census, and will disseminate United States 2010 Census information to encourage those in St. Johns County, and the community to participate.

- Support census takers as they help St. Johns County, and the community complete an accurate count.
- Encourage people to place an emphasis on the United States 2010 Census.
- Participate in events and initiatives that will raise overall awareness of the United States 2010 Census to the residents of the County; and

WHEREAS, St. Johns County has reviewed the terms of the partnership between the County and the U.S. Census and approves it as it has been determined it will serve the interests of the County.

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of St. Johns County, Florida, as follows:

Section 1. The above Recitals are incorporated by reference into the body of this Resolution.

Section 2. The Board of County Commissioners hereby approves the Partnership between St. Johns County and the United States 2010 Census to raise the awareness of the St. Johns County residents on the importance of participating in the United States 2010 Census and to work together towards getting the highest participation possible by all County residents.

Section 3. To the extent that there are typographical and/or administrative errors and/or omissions that do not change the tone, tenor, or concept of this Resolution, then this Resolution may be revised without subsequent approval of the Board of County Commissioners.

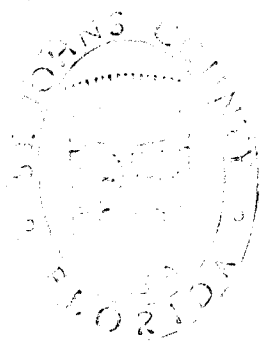
PASSED AND ADOPTED by the Board of County Commissioners of St. Johns County, Florida, this 1st day of December, 2009.

**BOARD OF COUNTY COMMISSIONERS OF,
ST. JOHNS COUNTY, FLORIDA**

By: *Ron Sanchez*
Ron Sanchez, Chair

ATTEST: Cheryl Strickland, Clerk

By: *Pam Halterman*
Deputy Clerk

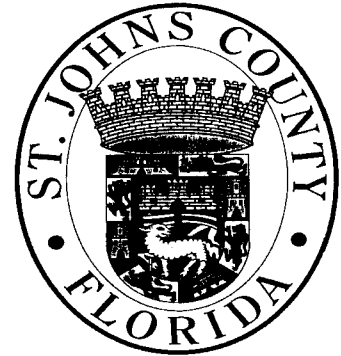


RENDITION DATE 12/3/09



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**2010 SJC & U.S.Census
Partnership
Complete Count Committee**



St. Johns County will coordinate marketing and communications efforts under the guidance of the Complete Count Committee. It is extremely important to ensure that the key message gets out simply and consistently. The County and the Committee should strive to use all available resources, including local newspapers, partners' newsletters, Web sites, fliers, posters, billboards, and television. The appropriateness of each suggestion should be reviewed by the Complete Count Committee and County Administration.

The goal is for the Committee members to reach out to local agencies and organizations, including colleges and universities, churches, chambers of commerce, assisted living facilities, retirement apartments, county advisory boards, United Way agencies, homeless shelters, St. Johns County Schools, Health and Human Services, Public Information Network and the Florida Public Relations Association. Committee members and other volunteers will be asked to display posters and fliers, author articles, and promote free ads in their publications.

The County will fully utilize all free communications opportunities, including press releases, public service announcements, Neighborhood Bill of Rights communications, articles in community newsletters and presence on partner websites. St. Johns County primary free communication tools include the County Website and GTV. Fliers and posters will be distributed to county offices, with a particular focus on libraries, tax and title offices, community assistance offices, health and human services and veterans services offices. St. Johns County sports and special/community events venues will also be used as communication hubs to help promote the complete count effort.

The artwork/designs for all items will include the St. Johns County Logo as well as the Census logo, and standard language includes the message: Be Counted. It's in our hands. It's Safe, It's Important, and It's Easy.

Sample outreach strategies

- Radio Public Service Announcements
- Billboards
- Print ads
- Medical Bus Ad Panels
- County Vehicles Magnetic Bumper Stickers
- Banners
- Fliers
- Posters
- Water Bill Stuffers