

Legislation Text

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CC MEETING: September 10, 2019

DATE: September 3, 2019

TO: Erin Rinehart, City Manager

FROM: Loren Shapiro, AICP, Planning Manager & Molly Coryell, Planner

Discuss **The 2020 U.S. Census And Complete Count Committee.**

BACKGROUND:

The briefing session will provide City Council information regarding the upcoming 2020 Census and the formation of a Complete Count Committee to promote and encourage responses. Cynthia Cruz, Partnership Specialist with the U.S. Census, will present information regarding the upcoming census and steps to form a Complete Count Committee.

The United States Census Bureau conducts a nationwide count every ten years. The U.S. Census will send an invitation to every household in the country in the Spring of 2020. Accurate census counts are important to our community in the following ways:

1. Population counts determine the distribution of state representatives in Congress.
2. The census count guides federal funding dispersal of \$675 billion to states and cities annually.
3. Local governments use the census for public safety and emergency preparedness.
4. Land developers use census data to build homes and revitalize communities.
5. Business and industries use data to decide where to build or relocate creating jobs.
6. Residents use the census to support community initiatives involving legislation, quality of life, and consumer advocacy.

An important component ensuring residents are counted in the Census is through education and outreach motivating the population to participate. When residents are informed they are more likely to respond to the Census questionnaire. A Complete Count Committee comprised of a broad spectrum of members including government and community leaders provides a vehicle to maximize participation in the Census. Complete Count Committees encourage resident participation in the Census through the utilization of local knowledge, influence, and resources to educate and promote the Census through local-based outreach efforts.

STAFF RECOMMENDATION/ACTION DESIRED:

Staff will seek City Council direction regarding creation of a Complete Count Committee.