



REPORT TO CITY COUNCIL

Approved by:

Robert Webb FOR _____

Department Director

Arnoldo Rodriguez

Arnoldo Rodriguez, City Manager

Council Meeting of: April 3, 2019

Agenda Number: B-5

SUBJECT: Consideration of Adoption of a Resolution Recognizing the Importance of Supporting the 2020 U.S. Census and Helping to Ensure a Complete, Fair, and Accurate Count of All Californians.

RECOMMENDATION:

Staff recommends that the City Council (Council) adopt a resolution recognizing the importance of supporting the 2020 U.S. Census and helping to ensure a complete, fair, and accurate count of all Californians.

SUMMARY:

Staff has prepared a resolution recognizing the importance of the 2020 Census, supporting a fairer and more accurate census in order to ensure a complete, fair, and accurate count of all Californians.

DISCUSSION:

The 2010 census undercounted 95,000 California residents, which has many cities concerned about receiving an accurate account in the upcoming census. In an effort to provide a more accurate account in the upcoming census, the United States (U.S.) Census Bureau has requested that cities adopt a resolution (see Attachment 1) to recognize the importance of the 2020 U.S. Census.

To that end, the City of Madera has already initiated collaborative efforts with the U.S. Census. Last year, the Planning Department participated in the Local Update of Census Addresses (LUCA) voluntary decennial census operation. LUCA's objective was for local governments to provide the U.S. Census Bureau a complete and accurate address list that reaches every living quarters and associated population for inclusion in the 2020 Census. The City was awarded \$7,500.00 for its efforts in LUCA.

Adoption of the attached resolution would signify the City's continued support of the 2020 U.S. Census.

FINANCIAL IMPACT:

There is no direct positive or negative financial impact associated with the resolution, although future financial benefits may be derived by a more accurate census count.

CONSISTENCY WITH THE VISION MADERA 2025 PLAN:

The resolution supports consistency with all vision statements within the Vision Madera 2025 Plan in that the census provides the City of Madera economic, socio-economic, demographic and other similar data that aids the City in ensuring “A Well-Planned City, Good Jobs and Economic Opportunities, A Strong Community and Great Schools, and A Safe, Healthy Environment.”

ALTERNATIVES:

The Council could consider alternatives other than staff’s recommendation of adoption of the resolution. Those include an action not to adopt the resolution or direction to staff to prepare an alternative resolution to be brought back to the Council at a later date.

ATTACHMENTS:

1. Resolution
2. Action Alert – “Be Counted California”

Attachment 1: Resolution

RESOLUTION NO. ____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MADERA TO
SUPPORT THE 2020 U.S. CENSUS AND HELPING TO ENSURE A
COMPLETE, FAIR, AND ACCURATE COUNT OF ALL CALIFORNIANS.**

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, the next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups; and

WHEREAS, that challenge is amplified in California, given the size of the state and the diversity of communities; and

WHEREAS, California has a large percentage of individuals that are considered traditionally hard to count; and

WHEREAS, these diverse communities and demographic populations are at risk of being missed in the 2020 Census; and

WHEREAS, California receives nearly \$77 billion in federal funding that relies, in part, on census data; and

WHEREAS, a complete and accurate count of California's population is essential; and

WHEREAS, the data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments; and

WHEREAS, the data is also used in the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

WHEREAS, California's leaders have dedicated a historic amount of funding and resources to ensure every Californian is counted once, only once and in the right place; and

WHEREAS, this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and

WHEREAS, U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population, thus support from partners and stakeholders is critical; and

WHEREAS, California is kicking-off its outreach and engagement efforts in April 2019 for the 2020 Census: and

WHEREAS, the City of Madera, in partnership with other local governments, the State, businesses, schools, and community organizations, is committed to robust outreach and communication strategies, focusing on reaching the hardest-to-count individuals.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MADERA hereby recognizes the importance of the 2020 U.S. Census and supports helping to ensure a complete, fair, and accurate count of all Californians.

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Attachment 2: Action Alert – “Be Counted California”

ACTION ALERT!!

SUPPORT

Send a City Resolution to Recognize the Importance of the 2020 U.S. Census “Be Counted California”

Background:

California cities can play an active role in helping to make the 2020 U.S. Census fair and accurate, especially for historically undercounted populations: racial and ethnic minorities, young children and renters. The 2010 census undercounted 95,000 (or 0.26 percent of) California residents. Though the overall count was an improvement from the previous undercounts (2.74 percent in 1990 and 1.52 percent in 2000), the rate of undercounted populations remains consistently high, and that has many cities concerned about getting an accurate account in the upcoming census. One of the main implications of a miscount is the loss of annual federal and state funding for local government as well as philanthropic funding for social programs and services. In addition, one or more Congressional seats given to California could be lost.

Obtaining an accurate and complete count poses challenges due to several factors. The housing affordability crisis has forced more Californians to move into hard-to-count unconventional housing and overcrowded dwellings or to become homeless. For the first time, the Census is a digital census and more than 75 percent of California households will be receiving an invitation to complete their census form online, even though many households lack broadband or digital literacy.

The California Census Office is hosting a kick-off event on April 2, 2019 at the State Capitol in Sacramento to jump-start the public awareness of the 2020 Census and they have requested for the League to encourage its members to adopt a resolution recognizing the importance of the 2020 U.S. Census.

ACTION:

Adopt a city proclamation or resolution supporting the 2020 U.S. Census.

Sample resolution attached.

Quick Facts

Why is the 2020 Census important?

- Every Californian counts
- It's about fair representation
- It's about fair share of funding
- It's your civic duty
- It's about redistricting
- You are the expert – your responses help
- Your data are confidential

How is the Census data used?

- To advocate more resources for community members.
- To ensure public safety and plan new schools and hospitals.
- To decide where to open companies and businesses, which create jobs.
- By law, the U.S. Census Bureau cannot share the data with immigration or law enforcement agencies or allow it to determine eligibility for government benefits.

Tips for Building Complete Count Partnerships

California has made a historic commitment to the 2020 Census by investing over \$100 million to help ensure a complete count. With more than \$70 million directly allocated for county, tribal and community based organizations, the state is taking special care to reach hard-to-count communities. And philanthropic organizations, such as the California Endowment and the Irvine Foundation, made a \$20 million commitment in 2017–18 to support local and regional census work by allocating funding and sustaining coordinated efforts like the Census Policy Advocacy Network. Aside from forming local census complete count committees, cities should consider partnering with federal and state agencies, tribal governments, counties and community-based organizations and tap into existing initiatives.

Resources to Help Identify Your Hard-to-Count Populations

- ***2020 Census Maps: California's Hard-to-Count Communities***. The Public Policy Institute of California projects the likelihood of nonresponse rates for individual hard-to-count groups.
- ***2010 Census Participation Rates***. This U.S. Census Bureau map shows participation rates in the 2010 and 2000 censuses.
- ***California Hard-to-Count Index Map***. This map provides demographic information in addition to the Hard-to-Count Index.

For more information, visit www.census.gov/2020resources or <https://census.ca.gov/resources>.