



REPORT TO CITY COUNCIL

Approved by:

Justa Sanchez

Department Director

Arnoldo Rodriguez

Arnoldo Rodriguez, City Manager

Council Meeting of: April 1, 2020

Agenda Number: B-7

SUBJECT:

Consideration of a Minute Order of the Madera City Council Authorizing the Mayor to Sign a Letter of Support for Madera County's Local Complete Count Committee in Their Efforts to Gain Partnership from Madera's Small Businesses and the Faith-Based Community in Encouraging Participation in and to Promote 2020 Census Across Their Networks

RECOMMENDATION:

Staff recommends the City Council (Council) adopt a Minute Order authorizing the Mayor to sign a letter of support for Madera County's Local Complete Count Committee (LCCC) in their efforts to pursue partnership with Madera's small businesses and the faith-based community, to collaborate in encouraging their respective audiences to participate in the 2020 Census and to support current outreach and promotional efforts.

SUMMARY:

The contents of the letter of support (Attachment 1), is generally as follows:

- Requests help from the business and the faith-based community to encourage their respective audiences to make sure the Census 2020 count is the most up-to-date, complete and accurate count possible.
- Provides details about how every person including a child born on April 1st counts, and each person counted is estimated to be worth up to \$2,000 each year, for the next 10 years, when accounting for federal dollars provided to counties and cities, based on census population data.
- How the count ensures Madera county obtains its fair share of allocated dollars to pay for schools, community programs and services, job programs, housing, healthcare, better roads and transportation, etc.

- Because of COVID-19's impact, getting the word out is needed now more than ever.

FINANCIAL IMPACT:

Authorizing the Mayor to sign the letter does not impact the General Fund or any other City budget. The letters' copying, envelopes and postage will be entirely covered by Madera County's LCCC 2020 budget.

CONSISTENCY WITH THE VISION MADERA 2025 PLAN:

The letter of support is consistent with the following Vision Strategies and Action:

Strategy 102: Public Involvement: Develop and promote a community involvement plan to provide on-going information and opportunities for community input and participation concerning growth.

Action 102.1: Develop a communications plan to reach diverse audiences including but not limited to: publications, mailings, broadcast and electronic delivery.

Strategy 115: Economic Resource Provision: Ensure sufficient economic resources to provide adequate City services and prepare for future growth.

Strategy 126: Clean, attractive streets: Expand or develop programs to create clean, safe and aesthetically pleasing streets.

Strategy 135: Affordable, Accessible Housing: Ensure adequate supply of affordable, accessible and barrier-free housing city-wide.

Strategy 136: Transitional Housing: Promote transitional housing to ensure the homeless have safe shelter.

Strategy 151: Downtown Revitalization: Promote the comprehensive revitalization of downtown Madera.

Strategy 201: Business Update to General Plan: Update City of Madera General Plan to encourage retail, mixed retail/residential, entertainment and cultural business development.

Strategy 215: Educational and Occupational Opportunities: Ensure educational and occupational opportunities are available for all Maderans.

Strategy 321: Accessible, Affordable Education: Develop a focus on accessible and affordable higher education for community members.

Strategy 325: Growth and Education Opportunities: Develop programs to offer growth and educational opportunities to all levels of students.

Strategy 331: Workforce Capacity: Expand and diversify business opportunities with Madera to provide workforce capacity.

ALTERNATIVES:

Potential Council options include:

1. Deny the Minute Order authorizing the Mayor to sign the letter in support of the LCCC's efforts.
2. Council may direct staff to research alternative options for the letter.

ATTACHMENTS:

1. Letter of Support



OFFICE OF THE MAYOR

Andrew Medellin, Mayor

April 1, 2020

Dear Business and Faith-Based Community Partners:

By way of introduction, I am the Mayor of the City of Madera (City), which is a member of the Madera County's Local Complete Count Committee (LCCC) for Census 2020. On behalf of the LCCC, and the City's participation in its efforts, I am requesting your help in making sure that this decennial, the 2020 Census is the most up-to-date, complete and accurate population count possible. Every person, including a child born on April 1st, counts for 2020 Census.

The LCCC would like to maximize opportunities to better leverage local participation and to ensure that 100% of all residents in Madera County are counted. Each person counted is estimated to be worth up to \$2,000 each year, for the next ten years, when accounting for federal dollars provided to counties and cities based on census population data. Getting our fair share of tax dollars for county programs and city services ensures that the local government can pay for schools, community programs and services, job programs, housing projects, healthcare services, better roads and transportation, and other essential services.

As a major stakeholder in the Madera business and the faith-based community, I am reaching out to you to help us spread the word about the importance of participating in Census 2020 and by promoting it through banners, yard signs, and posters. This will help create a buzz in our community, to ensure that we reach our goal of a 100% count, where everyone in Madera County will be counted!

In the next few days you will get a follow-up call from the LCCC coordinator to further this conversation.

Thank you in advance for your courtesy and anticipated cooperation.

Very truly yours,

Andrew J. Medellin
Mayor



OFICINA del ALCALDE

Andrew Medellin, Alcalde

1 de abril del 2020

Estimados socios de comercio y respetable líderes de fe:

A modo de introducción, soy el alcalde de la Ciudad de Madera (Ciudad), que es miembro del Comité Local del Censo Completo del Condado de Madera (LCCC por sus siglas en inglés) para el Censo 2020. En nombre del LCCC, y de la participación de la Ciudad en sus esfuerzos, solicito su ayuda para asegurarme de que este decenal, el Censo 2020, sea el recuento de población más actualizado, completo y más exacto posible. Cada persona, incluyendo un niño nacido el 1ro de abril, cuenta para el Censo 2020.

El LCCC desea maximizar las oportunidades para mejor aprovechar la participación local y garantizar que se cuente el 100% de todos los residentes en el condado de Madera. Se estima que cada persona contada tiene un valor de hasta \$2,000 cada año, durante los próximos diez años, al contabilizar los dólares federales proporcionados a los condados y ciudades según los datos de la población del censo. Obtener nuestra proporción justa del dinero de los impuestos para los programas del condado y los servicios de la ciudad, garantiza que el gobierno local pueda pagar las escuelas, los programas y servicios comunitarios, los programas de trabajo, los proyectos de vivienda, los servicios de atención médica, las mejoras de carreteras/transporte, y otros servicios esenciales.

Como su organización es una de las principales en el comercio o basada en la fe, en la comunidad de Madera, me estoy comunicando con usted para pedirle ayuda a difundir la importancia de participar en el Censo 2020 y promocionarlo a través de pancartas, carteles y letreros. Esto ayudará a crear entusiasmo en nuestra comunidad hacia el censo, para garantizar que alcancemos nuestra meta de contar al 100% de nuestra población. ¡Donde todos en el Condado de Madera serán contados!

En los próximos días, recibirá una llamada del coordinador de LCCC para continuar esta conversación, y le ofrecerá letreros y pancartas para poner en su edificio, iglesia, o lugar de comercio.

Gracias de antemano por su cortesía y cooperación.

Muy atentamente,

Andrew J. Medellin
Alcalde