



# ***Agenda Report***

## ***Fullerton City Council***

**MEETING DATE:** APRIL 2, 2019

**TO:** CITY COUNCIL / SUCCESSOR AGENCY

**SUBMITTED BY:** KENNETH A. DOMER, CITY MANAGER

**PREPARED BY:** STEPHEN HALE, PUBLIC INFORMATION COORDINATOR

**SUBJECT:** CENSUS 2020 – COMMUNITY AWARENESS EFFORTS

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### SUMMARY

The City will participate in collaborative efforts to promote community awareness so that a complete count of City residents can be achieved during the 2020 Census.

### RECOMMENDATION

Receive and file.

### PRIORITY POLICY STATEMENTS

This item matches the following Priority Policy Statement/s:

- Fiscal and Organizational Stability.

### FISCAL IMPACT

No fiscal impact.

### BACKGROUND

Article 1, Section 2 of the United States Constitution established the decennial census count of the entire population. The next census will take place on April 1, 2020. During the last census in 2010, the City of Fullerton played an active role, educating local residents as to the importance of responding to the census survey. The City also engaged with different stakeholders to increase awareness as to the need to participate in the census and return the census' questionnaire.

Based on the Census 2010's response rate and the participation in the American Community Survey (ACS), which is conducted by the Census Bureau every three years,

the Census projects that certain City of Fullerton Census tracts will have a moderate “low response score” (LRS).

The federal administration allocates funding to different states based on total population. Improper accounting of the State’s population or “undercount” leads to reduced allocation of resources in the years ahead. The Legislative Analyst’s Office (LAO) estimated that during the 1990 decennial Census, California’s population was undercounted by 2.7 percent; this undercount likely resulted in California receiving at least \$2 billion less in federal funds. There are, however, other impacts beyond reduced financial resources. According to the LAO, the 1990 Census’ undercount was severe enough that the State was shortchanged one Congressional seat (Legislative Analyst’s Office, 2018).

The Census Bureau has encouraged communities across the United States to form local Complete Count Committees (CCC) as a means to raise awareness in communities across the country about the importance of a complete count. CCCs utilize local knowledge, leverage existing communication channels, and resources to educate communities and promote the census through locally based, targeted outreach efforts.

The Census Bureau recommends that the City Council support the formation of a Citywide CCC and encourage participation of residents and business owners, representatives from the North Orange County Chamber and other civic and non-profit organizations currently serving the Fullerton community.

## DISCUSSION

Census 2020 will officially take place on April 1, 2020; however, in order to have a successful local Census count, the City will launch a 2020 Census 365 Day Countdown campaign. As part of the 365 countdown campaign, Staff will work collaboratively with the Census Bureau to facilitate a Complete County Committee and coordinate public information outreach efforts aimed at raising awareness to reduce low response rates to include distribution of Census information and material at City offices, use of the City’s website and social media to raise awareness of the Census, and hosting of Census related information and awareness at City-sponsored events. A benefit of working toward the City of Fullerton having a complete count is that it will ensure the City receives the correct amount of Federal and State funding which is dependent upon population data.

This item is informational only and City Staff will coordinate additional awareness events throughout the countdown to Census 2020.