



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: September 17, 2019
TO: Christine Daniel, City Manager
FROM: Pedro Jimenez, Community Services Director
SUBJECT: Resolution Of The City Council Of The City Of Emeryville Recognizing Importance Of Census 2020 And Encouraging All Residents To Get Counted

RECOMMENDATION

Staff recommends that the City Council of the City of Emeryville adopt the attached resolution recognizing the importance of Census 2020 and encouraging all residents to be counted.

BACKGROUND

The United States Constitution mandates that, every ten years, the Federal government undertake a census of America's population in order to develop an accurate total that includes every adult, child, and infant in a household. The data generated from the Census count is used for important calculations such as determining the allocation of seats held by each state in the House of Representatives, redrawing federal and state legislative district boundaries, and the distribution of Federal funding to states and local governments. The next federal census will begin on April 1, 2020.

DISCUSSION

The 2020 Census presents many unique challenges for states and communities across the nation, including the first-ever use of online/digital technology, growing fears and distrust of government among our immigrant communities, the increase in the general public's distrust of government and the security of their information, and a decrease in federal funding to conduct Census counts. California faces additional challenges and the increased importance of partnerships to ensure a complete count due to a significant percentage of Californians considered to be a part of hard to count populations. Hard to count populations are communities that have historically not been fully counted, such as communities of color, people with limited English language proficiency, children and seniors, and people with disabilities.

Alameda County receives \$76 billion from the Federal government for essential services – healthcare, school programs, housing, transportation, social services, and more – based solely on the Census count. For every person not counted, our entire community loses approximately \$2,000 in funding per year for ten years, which results in fewer resources for people.

The City of Emeryville has been partnering with the Alameda County Complete Count Committee to conduct outreach to hard-to-count populations. City representatives have

offered their ideas at census solutions workshops and provided space for outreach at events such as the Rotten City Block Party and Block Party at Bay Street. Census officials will also be invited to future events including the Harvest Festival, Tree Lighting Parade and Ceremony, Spring Carnival and Community Expo, among others. Additionally, staff plans to work with the Alameda County Complete Count Committee to provide training to Emeryville employees on answering public inquiries about the Census.

FISCAL IMPACT

None

STAFF COMMUNICATION WITH THE PUBLIC

None

CONFLICT OF INTEREST

None

CONCLUSION

California cities can play an incredibly important role in helping to ensure hard to count communities are counted. With this resolution, the City of Emeryville will support dedicating resources and staff time to partner with community stakeholders and leaders to implement robust outreach strategies to help ensure a complete count.

PREPARED BY: Brad Helfenberger, Recreation Manager

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Christine Daniel, City Manager

ATTACHMENTS

- Draft Resolution