



Town Council Agenda Report

Date: March 26, 2019 Item No. 2

To: Honorable Mayor and Town Council

Subject: A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY PLEDGING ITS SUPPORT FOR THE 2020 U.S. CENSUS

From: Douglas B. Robertson, Town Manager

Submitted by: La Vonda M-Pearson, Director of Government Services

Budgeted Item: Yes No N/A

RECOMMENDED ACTION

That the Town Council:

Adopt Resolution No. 2019-06, A Resolution of the Town Council of The Town of Apple Valley Pledging its Support for the 2020 U.S. Census.

BACKGROUND

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.

SUMMARY

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 including the implementation of a digital census and more than 75 percent of California households will be receiving an invitation to complete their census form online. Aside from forming local census complete count committees, cities are encouraged to partner with federal and state agencies, tribal governments, counties and community-based organizations to build a complete count partnership to increase its counted population.

Adoption of Resolution No. 2019-06, recognizes the importance of the 2020 U.S. Census and the Town of Apple Valley's efforts to become a part of "Be Counted California."

RESOLUTION NO. 2019-06

**A RESOLUTION OF THE TOWN COUNCIL OF THE
TOWN OF APPLE VALLEY PLEDGING SUPPORT FOR
THE 2020 U.S. CENSUS**

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 Town of Apple Valley 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 that the Town Council of the Town of Apple Valley recognizes the importance of the 2020 U.S. Census and supports helping to ensure a complete, fair, and accurate count of all Californians.

PASSED, APPROVED, AND ADOPTED this day 26th day of March 2019.

Larry Cusack
Mayor

ATTEST:

La Vonda M-Pearson
Town Clerk