



# Council Agenda Report

To: Mayor Farrer and the Honorable Members of the City Council

Prepared by: Mary Linden, Executive Assistant

Approved by: Reva Feldman, City Manager

Date prepared: March 23, 2020 Meeting date: April 13, 2020

Subject: Census 2020 – Support (Mayor Farrer)

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**RECOMMENDED ACTION:** At the request of Mayor Farrer, 1) Adopt Resolution No. 20-15 recognizing the importance of the 2020 U.S. Census and supporting helping to ensure a complete, fair, and accurate count of all Californians; and 2) Direct staff to use the City's communications network to urge residents to complete the Census online according to the instructions provided in the Census 2020 questionnaire that was mailed to each Malibu residence by the U.S. Census Bureau.

**FISCAL IMPACT:** There is no fiscal impact associated with the recommended action.

**WORK PLAN:** This item was not included in the Adopted Work Plan for Fiscal Year 2019-2020. This project is part of normal staff operations.

**DISCUSSION:** 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. The next Census is scheduled for April 1, 2020 and will be the first to rely heavily on online responses.

The primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups. That challenge is amplified in California, given the size of the state and the diversity of its communities. With this large percentage of individuals considered traditionally hard to count, these diverse populations are at risk of being missed in the 2020 Census. California receives nearly \$77 billion in federal funding that relies, in part, on census data, so a complete and accurate count of the state's population is essential.

The data collected by the Census also 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, The data is also used in the redistricting of state legislatures, county boards of supervisors and city councils.

The Census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count. 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; which includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more.

The 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 populations, so support from partners and stakeholders is critical. Additionally, due to the coronavirus (COVID-19) outbreak, the U.S. Census Bureau has revised its schedule for a number of its field operations and extended the self-response deadline from July 31, 2020 to August 14, 2020.

California is kicking-off its outreach and engagement efforts in April 2020 for the 2020 Census and asks the Malibu City Council, in partnership with other local governments, the State, businesses, schools, and community organizations, to commit to robust outreach and communication strategies, focusing on reaching the hardest-to-count individuals.

Mayor Farrer is requesting the Council adopt Resolution No. 20-15, recognizing the importance of the 2020 U.S. Census and supporting helping to ensure a complete, fair, and accurate count of all. She further requests staff be directed to use the City's communications network to urge residents to complete the Census online according to the instructions provided in the Census 2020 questionnaire that was mailed to each Malibu residence by the U.S. Census Bureau.

ATTACHMENT: Resolution No. 20-15

## RESOLUTION NO. 20-15

### A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MALIBU RECOGNIZING THE IMPORTANCE OF THE 2020 U.S. CENSUS AND SUPPORTING HELPING TO ENSURE A COMPLETE, FAIR, AND ACCURATE COUNT OF ALL CALIFORNIANS

The City Council of the City of Malibu does hereby find, order and resolve as follows:

#### SECTION 1. Recitals.

A. 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.

B. The next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses.

C. The primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups.

D. That challenge is amplified in California, given the size of the state and the diversity of communities.

E. California has a large percentage of individuals that are considered traditionally hard to count.

F. These diverse communities and demographic populations are at risk of being missed in the 2020 Census.

G. California receives nearly \$77 billion in federal funding that relies, in part, on census data.

H. A complete and accurate count of California's population is essential.

I. 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.

J. The data is also used in the redistricting of state legislatures, county boards of supervisors and city councils.

K. The decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count.

L. 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.

M. This includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more.

N. The 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.

O. California is kicking-off its outreach and engagement efforts in April 2020 for the 2020 Census.

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

SECTION 2. The City Council does now resolve to recognize the importance of the 2020 U.S. Census and supports helping to ensure a complete, fair, and accurate count of all Californians.

SECTION 3. The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

PASSED, APPROVED, and ADOPTED this 13th day of April 2020.

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KAREN FARRER, Mayor

ATTEST:

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HEATHER GLASER, City Clerk  
(seal)

APPROVED AS TO FORM:

THIS DOCUMENT HAS BEEN REVIEWED  
BY THE CITY ATTORNEY'S OFFICE

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CHRISTI HOGIN, City Attorney