



CITY OF CARSON

Legislation Text

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Report to Mayor and City Council

Tuesday, November 19, 2019

Discussion

SUBJECT:

CONSIDER FORMING A COMPLETE COUNT COMMITTEE FOR CARSON IN SUPPORT OF THE 2020 CENSUS IN COLLABORATION WITH THE LOS ANGELES COUNTY CENSUS BUREAU (CITY COUNCIL)

I. SUMMARY

The U.S. Census will take place in April of 2020. The data collected can have a significant impact on the many stakeholders located in or associated with the City of Carson. In an effort to ensure an accurate count of the City's economy and population, at its October 14, 2019 meeting, the Community Civic Engagement Board voted to support the creation of a Complete Count Committee for Carson and to transmit this recommendation to the City Council for its consideration.

Tonight, the City Council is asked to consider approving the Board's recommendation, and to authorize the City Manager or her designee to provide staff support to a Complete Count Committee in collaboration with Los Angeles County Census Bureau.

II. RECOMMENDATION

1. APPROVE the formation of a Complete Count Committee for Carson in collaboration with the Los Angeles County Census Bureau.
2. AUTHORIZE the City Manager or her designee to provide staff support to the Complete Count Committee for Carson in collaboration with the Los Angeles County Census Bureau.

III. ALTERNATIVES

TAKE another action the City council deems appropriate.

IV. BACKGROUND

In April of 2020, the US Department of Commerce undertakes its decennial census of the country's economy and population. Among the many uses of census data is to determine where to build everything from schools to supermarkets, to draw the lines of legislative districts and reapportion the seats each State holds in Congress, and how to distribute funds and assistance to states and localities (Exhibit Nos. 1). It should be noted that the per-capita estimate of \$1,958 DOES NOT indicate the amount by which federal funding increases for each additional person counted. It merely allows cross-state comparisons of fiscal reliance on census-guided programs (Exhibit No. 2). Given the importance of this endeavor, conducting an accurate count is vital to the City's future and all stakeholders located in or associated with Carson.

The Community Civic Engagement Board has a subcommittee dedicated to Census-related activity. At its September 30, 2019, the Board received a presentation by Ivy Dulay Daulo with the U.S. Census Bureau to discuss the importance of this endeavor, and the potential benefit of the creation of a Complete Count Committee in collaboration with the Los Angeles (L.A.) County Census Bureau. Should the City elect to form this group, possible partnership opportunities between the Committee and L.A. County Census Bureau (Exhibit No. 3).

The City of Carson has partnered with the Los Angeles County Census Bureau to obtain resources. Joining the L.A. County Census Bureau allows the City to access funding in its effort to get a complete count. The City's collaborative effort with the L.A. County Census Bureau and Community Civic Engagement Board includes:

- Maximizing services to Carson through County funding
- Community Civic Engagement Board joining L.A. County's Census Bureau committees and outreach events.
- Receive services and assistance from L.A. County Census Bureau
 - i. Outreach, education, encouragement
 - ii. Outreach materials (banners, flyers, bus wraps)
 - iii. Local paid media
 - iv. Distribution of materials
 - v. Canvassing
 - vi. Filing assistance
 - vii. Translation services
 - viii. Promotion of local hiring
 - ix. Non response follow-up activities

In addition to staff's proactive involvement in the L.A. County Census Bureau meetings, we have met the November 13, 2019 deadline for funding by identifying and submitting kiosk locations. City Hall, Veteran's Park and the Community Center will be host locations for the public to be informed, educated and counted. Dates, times and availability of kiosks will be communicated to the public through outreach materials (City website, banners, flyers and local media) in the coming weeks.

Tonight, the City Council is asked to consider approving the Board's recommendation and to authorize the City Manager or her designee to provide additional support to the Committee along with the L.A. County Census Bureau.

V. FISCAL IMPACT

Creation of a Complete Count Committee, will require allocation of staff time. However, the Committee will be comprised of non-paid volunteers and as a collaborator of L.A. County Census Bureau, we qualify for services and assistance for outreach and related materials.

VI. EXHIBITS

1. 50 Ways Census Data Are Used (Page 4)
2. The George Washington Institute of Public Policy "Counting for Dollars" Report (Pages 5-6)
3. Partnership Fact Sheet (Page 7)

1.

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