



CITY OF CARSON

Legislation Text

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Report to Mayor and City Council

Tuesday, September 15, 2020

Discussion

SUBJECT:

CENSUS 2020 UPDATE - CARSON COUNTS (CITY COUNCIL)

I. SUMMARY

At its September 1, 2020 City Council Meeting, the City Council allocated up to \$40,000 to be used in the Carson Counts Campaign and directed staff to provide an update at this City Council meeting on efforts to increase Carson's Census Count. The closing date for the Census was recently moved by the federal government from October 31 to September 30, 2020. According to the U.S. Census Bureau, 72.1% of Carson residents have self-reported as of the date of this staff report.

II. RECOMMENDATION

DISCUSS and PROVIDE direction from the City Council regarding the Census Count 2020 - Carson Counts Campaign.

III. ALTERNATIVES

TAKE another action that Council deems appropriate.

IV. BACKGROUND

The goal of the 2020 Census is to have a complete and accurate count of everyone living in the United States. The count is mandated by the Constitution and conducted by the U.S. Census Bureau, a nonpartisan government agency. The 2020 Census counts the population in the United States and five U.S. territories (Puerto Rico, American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the U.S. Virgin Islands). Each home will receive an invitation to respond by the end of September 2020 to a short

questionnaire online, by phone, or by mail.

The census provides critical data that lawmakers, business owners, teachers, and many others use to provide daily services, products, and support for the community. Every year, billions of dollars in federal funding go to hospitals, fire departments, schools, roads, and other resources based on census data.

On September 1, 2020, the City Council allocated up to \$40,000 toward this effort and asked staff to return to the next City Council meeting with an update on the status of the Census and the progress leading up to the closing date of September 30, 2020.

On September 9, 2020, the Ad-Hoc Committee consisting of Mayor Pro Tem Jim Dear and Councilmember Jawane Hilton met to discuss the use of the funds allocated by the City Council and to expand on the two City sponsored Census events: Drive-Thru Census Count and Carson Caravan.

The Drive-Thru Census Count event will be held on Saturday, September 12, 2020 at the Juanita Millender-McDonald Community Center (East Side Parking Lot) from 9:00am to 1:00pm. There will be donuts and ice cream, and other giveaways to draw residents to attend. This event is geared to attract as large a portion of the 27.9% who have not been counted as possible.

US Census employees will be on site to assist residents with registering either using their own devices or providing electronic devices enabling residents to register. We are hoping this event will bring out residents who may not have signed up to be counted previously because of a lack of understanding of its importance or simply because it has not been convenient. This event is a more general, blanket action.

To target the Hard-To-Count (HTC) population, the Carson Caravan will travel through neighborhoods where counts have been low. The Caravan will start at the Juanita Millender-McDonald Community Center (East Side Parking Lot) Saturday, September 26, 2020 at 10:00am and will drive until 2:00pm through various tracts in Carson that the Census Bureau has identified as having low counts.

We are promoting these events through our City website, various organizations and social media platforms. These programs have been used and successful in the City of Los Angeles and other surrounding cities.

Several recommendations were submitted by The Lions Club (Carson Chapter), the National Federation of Filipino American Association- Greater Los Angeles Area (NAFFAA-GLA) and Delta Theta Sigma Sorority, Inc. to assist in the efforts that will be implemented:

1. Carson Census Count Couriers - Volunteers who will distribute giveaways and flyers to Hard-To-Count (HTC) residents at their doorstep and in the communities of residents that have a low Census representation.
2. Giveaways - "Carson Counts" T-Shirts, Face Masks, Lanyards, Key Chains and flyers.

3. Census Banners - "Carson Counts" banners are being placed strategically throughout the City to include Marathon, Phillips66 and Shell Oil Refineries, Dignity Health Center, City elementary schools, City Parks and various businesses.

The final day to register and be accounted for is **September 30, 2020 .V.** **FISCAL IMPACT**

On September 1, 2020, the City Council approved appropriations of up to \$40,000 to reach a Complete Count of all Carson residents.

VI. EXHIBITS

1. Drive-Thru Census Count Flyer (Pg. 4)
2. Census Count Caravan Flyer (Pg. 5)

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