



MEMO

Community & Economic Development Department

AGENDA ITEM: 3

DATE: March 5, 2020
TO: Planning Commission
FROM: Jay Eastman, Principal Planner
RE: Presentation on 2020 Census

Overview

This item is a Commission briefing on the upcoming 2020 United States Census.

Recommendation

Staff recommends that the Planning Commission:

- 1. Receive and File the report and presentation on the 2020 Census.**

Discussion

Every 10 years, the US Census Bureau conducts a national Census. The intent of the survey is to count every person in the United States where they live, and to identify important characteristics of each household. The next Census will be initiated on March 12, 2020, with National Census Day occurring on April 1, 2020.

The results of the Census are used to apportion the number of seats each state receives in Congress' House of Representatives, and to redraw electoral districts at the State and local levels. The Census results are also used to appropriate more than \$675 Billion in Federal funds; and Census information is used for decisions on where to build homes, parks, schools, and roads, or where to offer health, childcare, and transportation services.

California has historically been the hardest-to-count state in the nation. In 2016, approximately 75% of all Californians belonged to one or more groups identified as being undercounted. An accurate Census count is important, as the cost of undercounting during the 2010 Census has been estimated at \$1,200 to \$2,000 in lost Federal funds per person, per year, for a ten-year period.

In Riverside County, approximately 22% of the population is likely to be "very hard to count" (HTC), based on Census Bureau estimates of demographic characteristics and historical trends. It is estimated that more than 30% of the Inland Empire population did not respond to the 2010 Census, which resulted in a significant undercount for the region. As a result, the loss in Federal funding for the Inland Empire has been estimated at more than \$1 Billion over the last decade.

To ensure a more complete count in 2020, the State of California budgeted more than \$180 Million on Census outreach. Part of this effort includes the creation of regional Complete Count Committees (CCC), and the hiring of local non-profits organizations to conduct outreach to HTC populations.

Since June 2019 the City has been coordinating efforts with the County, State, US Census Bureau and non-profits. To encourage a complete count within the City, a staff “working group” was created to coordinate outreach and promotion. Because the City has no budget for the Census, outreach is mostly conducted as part of the City’s normal workload. This includes traditional media, such as running Census commercials on Riverside TV, notices on Freeway signs, banners on the City’s web page, etc.; and unique marketing efforts as opportunities present themselves. Staff has also made City facilities, such as libraries, available to state partners and the US Census Bureau.

In December 2019 the County of Riverside notified the City that a \$65,369.14 grant was available for 2020 Census outreach. A grant funding agreement will be considered by the City Council in mid-May. The City’s Marketing Department has developed a draft outreach plan based on the funds available, and the outreach plan will be submitted to the County for approval once the agreement has been authorized by the City Council.

City staff expects to continue public outreach until September 2020, which is when the US Census Bureau will end its public engagement.

Attachment:

- 1. Presentation**