



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: MARCH 17, 2020**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT **WARDS: ALL**

SUBJECT: 2020 CENSUS FUNDING AGREEMENT WITH THE COUNTY OF RIVERSIDE FOR THE CITY TO RECEIVE A TOTAL OF \$65,369.14 TO PROMOTE THE 2020 CENSUS THROUGH SEPTEMBER 30, 2020 – SUPPLEMENTAL APPROPRIATION

ISSUE:

Approve the 2020 Census Grant Funding Agreement with the County of Riverside, which grants the City of Riverside a total of \$65,369.14 to promote the 2020 Census to historically hard to count populations.

RECOMMENDATIONS:

That the City Council:

1. Approve the 2020 Census Funding Agreement with the County of Riverside to grant the City a total of \$65,369.14 to promote the 2020 Census through September 30, 2020 to historically hard to count populations;
2. Upon execution of the Agreement, authorize an increase in revenue up to the amount of \$65,369.14 and appropriate expenditures in the same amount to the Census 2020 Grant account; and
3. Authorize the City Manager, or his designee, to execute the 2020 Census Funding Agreement with the County of Riverside, including making minor and non-substantive changes and to sign all documents and instruments necessary to complete the transaction.

BACKGROUND:

Every 10 years, the Census is conducted 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 in March 2020, with National Census Day occurring on April 1, 2020. The results of the Census help to apportion the number of seats each state receives in the House of Representatives, and it is used to redraw electoral districts at the State and local levels. The Census results are also used to appropriate Federal funds and impact 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. 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. The City is coordinating efforts with the County, State, US Census Bureau and non-profit groups to reach the HTC populations.

DISCUSSION:

California is promoting the importance of the Census in areas known to contain HTC populations by creating Complete Count Committees (CCC) in 10 major regions. The Inland Empire’s CCC includes the County of Riverside, County of San Bernardino, University of California (UCR), non-profit organizations, and other stakeholders. The IE CCC has made funds available to local jurisdictions to promote the Census among its HTC populations. In December 2019 the IE CCC, through the County of Riverside, offered the City of Riverside \$65,369.14 to assist with 2020 Census outreach efforts. On January 28, 2019 the Riverside County Board of Supervisors approved 2020 Census funding agreements with local jurisdictions, including the City of Riverside.

The City is actively promoting the Census through normal City marketing methods, such as Riverside TV, digital freeway signs, the City web page and at community events. With the assistance of outreach specialists from the State and US Census Bureau, efforts have included canvassing neighborhoods, making presentations, and attending events. The City has identified additional outreach efforts that this grant would help fund including:

1. Distribution of “I Count – US Census” knit caps (beanies) to the homeless;
2. Radio promotions on local Spanish, Vietnamese, and Chinese language stations;
3. Language specific “digital buys” for on-line promotion;
4. Promotional items to be distributed at community events and City facilities, such as:
 - a. The Library’s Dia de Ninos celebration in April;
 - b. Census Day events on Wednesday, April 1st;
 - c. Local community special events in late March through June;
 - d. School and public sporting events;
 - e. Parks & Recreation facilities and at after school programs; and
 - f. Meetings of neighborhood community groups.
5. A “Census is coming” insert in Riverside Public Utility bills;
6. “Census matters” flyers, banners and signage to be posted at City facilities;
7. Overtime for staff to promote the census at community events;
8. Flyers and postcards to be posted in local buses; and
9. Promotion and operations of “Questionnaire Assistance Kiosks”.

Following execution of the 2020 Census Funding Agreement with the County, the City will finalize the Census outreach with the County.

FISCAL IMPACT:

Upon execution of the Agreement, there would be an increase of revenue up to the amount of \$65,369.14 in Census 2020 Grant account number 9341400 – 334100, and appropriations in the same amount to expenditure in Census 2020 Grant account number 9341400 – 440210.

Prepared by: David Welch, Community & Economic Development Director
Certified as to
availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by: Rafael Guzman, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. 2020 Census Funding Agreement
2. Riverside County – 2020 Census Funding Announcement