



## City Council Agenda Item

**City Council Meeting Date:** March 17, 2020

**TO:** Jim Throop, City Manager

**FROM:** Samantha Scroggin, Community Relations Manager  
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**SUBJECT:** Adoption of Resolution No. 6308(20) – 2020 Census

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### **Recommendation:**

Staff recommends the City Council adopt Resolution No. 6308(20) recognizing the importance of the 2020 Census taking place beginning on April 1 across the country.

### **Background:**

Article 1, Section 2, of the U.S. Constitution mandates the country to conduct a count of its population once every 10 years. The 2020 Census will mark the 24th time the country has counted its population since 1790. The census count is conducted by the U.S. Census Bureau, a nonpartisan government agency.

The 2020 Census counts the population in all 50 states, the District of Columbia, 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 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 to the community. Every year, billions of dollars in federal funding go to hospitals, fire departments, schools, roads, and other resources based on census data.

The results of the census also determine the number of seats each state will have in the U.S. House of Representatives, and they are used to draw congressional and state legislative districts.

### **Discussion:**

Census outreach is of critical importance in Lompoc, where there are hard-to-count residents, including persons of color, recent immigrants, seniors, young children and low-income households.

Complete participation in the census will help ensure Lompoc can access federal funding and resources the City needs moving forward.

Participating in the census is required by law, even if the person recently completed another survey from the Census Bureau. A complete and accurate count is critical for all communities, because the results of the 2020 Census will affect community funding, congressional representation, and more.

**Fiscal Impact:**

The Census resolution has no fiscal impact. The cost of promoting the 2020 Census is covered by federal funding and grants.

**Conclusion:**

Local efforts are underway to reach the community with census information, including the distribution of paper information, computer kiosks set up at Lompoc City Hall and the Lompoc Library, TV and radio commercials, social media outreach, signage, etc.

Respectfully submitted,

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Samantha Scroggin, Community Relations Manager

**APPROVED FOR SUBMITTAL TO THE CITY MANAGER:**

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Jim Throop, City Manager

Attachment: Resolution No. 6308(20)