



Legislation Text

File #: Res. 2018-120, **Version:** 1

City Council Meeting Date: November 20, 2018

To: Mayor and City Council

From: Ben Martig, City Administrator

Consideration of Resolution Establishing 2020 Census Northfield Complete Count Committee and Approving Mayoral Appointments.

Action Requested:

The Northfield City Council approves the attached Resolution establishing the Northfield Complete Count Committee (CCC) and approving Mayoral appointments.

Summary Report:

The United States Constitution requires the U.S. Census Bureau to conduct a count of all persons every ten years. Census Day is April 1, 2020. The Census count requires extensive work, and the Census Bureau requires partners at the state and local level to insure a complete and accurate count. They require the assistance of partners-individuals, groups, and organizations across the nation that help them build awareness about the census, why it is important, and encourage their community to participate. One way to accomplish this is through Complete Count Committees. The Census creates valuable data. Census data is used extensively at all levels of government as well as the private sector. A list of examples of how the data is used is included in attachment 2. The 2020 Census at a Glance document is included as attachment 3.

A Complete Count Committee (CCC) is a volunteer committee established by tribal, state, and local governments, and/ or community leaders, to increase awareness about the census, and motivate residents in the community to respond. The committees work best when they include a cross section of community representatives. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community.

A Complete Count Committee should be formed to:

- Increase the response rate for residents mailing back their questionnaire through a focused, structured, neighbor -to -neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.
- Develop ways to reach the hard -to -count residents
- Build trust of the Census among their stakeholders
- Implement outreach strategies in his/ her own community or organization
- Tracking and reporting progress and efforts
- Recruit other members to support the CCC

- Convene community meetings

A list of proposed committee members and/or organization representatives will be included in a supplemental resolution. Additional members and/or subcommittees will be added as needed. Staff resources will also be allocated as needed.

In 2020, Minnesota is again projected to lose a Congressional Seat. A complete count is crucial to retaining this seat. Federal and State governments distribute funds on the basis of the census. Over 600 billion dollars are distributed to state and local governments each year on the basis of the census data. At least \$1,532 per person (\$15,320/person for the decade) is allocated by the federal government to Minnesota each year Attachment 4 includes 16 large Federal Assistance Programs that distribute funds on the basis of the Decennial Census-derived Statistics. A few examples include:

- Federal
 - Medicaid
 - Highway planning and construction
 - SNAP
 - Medicare Part B
 - Section 8
- State
 - Local Government Aid (LGA)
 - Community Education Funding
 - Small Cities Development Grants
 - Trunk Highway Fund

Alternative Options:

N/A

Financial Impacts:

The 2019 proposed budget includes \$5,000 for CCC expenses. The 2020 proposed budget includes \$1,500 for CCC expenses.

Tentative Timelines:

General Census Timelines:

- January - December 2019 - CCC Education and Promotion Phase
- January - April 2020 - Action Phase
- April 1, 2020 - Census Day