To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: David White, Deputy City Manager

Subject: Resolution Recognizing the Importance of the 2020 Census

RECOMMENDATION
Adopt a Resolution supporting Census 2020 and Encouraging Residents of the City of Berkeley to Promote and Complete the Census to Ensure a Fair and Complete Count.

FISCAL IMPACTS OF RECOMMENDATION
There are no fiscal impacts associated with adopting the attached resolution. However, the FY 20-21 budget includes resources for the city to augment staffing on a temporary basis and funds to perform outreach and establish formal locations where the community can complete the online census.

CURRENT SITUATION AND ITS EFFECTS
The City of Berkeley has formed a Census 2020 Complete Count Committee consisting of representatives throughout the organization. Primary stakeholders include employees from the City Clerk, City Manager’s Office, Health, Housing and Community Services, Information Technology, Library, Parks and Recreation, and Planning. This team has been formed to develop and implement proactive outreach and to work closely with the County of Alameda, US Census Bureau and other stakeholders (i.e., UC Berkeley and community partners) to ensure a complete count of Berkeley residents. This work is especially important as the 2020 Census will be moving to an online format and the negative publicity that the Census received prior to the Supreme Court’s decision to block the federal government from including a citizenship question on the questionnaire. A focused citywide initiative is also critical to ensure that communities that have been traditionally undercounted or hard to count are reached. By adopting this resolution, the City Council affirms the City’s support for the Census.

BACKGROUND
The U.S. Constitution requires the federal government to count the total number of people in the United States every ten years. The U.S. Census Bureau, a division of the U.S. Department of Commerce, will conduct the next Census in 2020. The results of the census are used to distribute seats in the House of Representatives and inform the amount of federal funds allocated to states for certain programs. Census results also
are used to determine legislative districts for federal, state, and local representatives. Moreover, the census provides a social, demographic, and economic profile of the country’s residents, informing decisions by policymakers and businesses across the state. In Berkeley, census results will be used to inform the work of the Citizens Redistricting Commission that was established in 2016 to assume responsibility for redistricting.

California cities can play an active role in helping to make the 2020 U.S. Census fair and accurate, especially for historically undercounted populations: racial and ethnic minorities, young children, and renters. The 2010 census undercounted 95,000 (or 0.26% of) California residents. Though the overall count was an improvement from the previous undercounts (2.74% in 1990 and 1.52% in 2000), the rate of undercounted populations remains consistently high. Based on data generated by the California Census Office, the following is a map that illustrates hard to count communities in the City of Berkeley, by Census tract.
The City of Berkeley (City) contains census tracts that are considered to be hard-to-count by the US Census Bureau\(^1\). More specifically, census tracts surrounding UC Berkeley consist of the highest concentrations of hard-to-count individuals. However, there are also census tracts in south and west Berkeley that are of concern. One of the main implications of a miscount is the loss of annual federal and state funding for local government, as well as funding for social programs and services. In addition, Congressional seats could be impacted.

Obtaining an accurate and complete count poses challenges due to several factors. The housing affordability crisis has forced more Californians to become homeless or move into hard-to-count unconventional housing and overcrowded dwellings. For the first time, the census is a digital census, and more than 75% of California households will be receiving an invitation to complete their census form online, even though many households lack broadband or digital literacy. Finally, the census received negative publicity due to initial plans to add a citizenship question, which was ultimately blocked by the Supreme Court.

Unlike 2010, the State of California has allocated significant resources in ensuring a complete and accurate count and the County of Alameda has a dedicated team and a focused initiative to perform outreach and convene stakeholder groups to ensure that the community is aware of the 2020 Census and that historically hard to count communities are reached. The City of Berkeley Census 2020 Complete Count Committee is coordinating closely with the County of Alameda to ensure that our resources are well-leveraged.

Early work on Census 2020 began in 2017 with the Local Update of Census Addresses (LUCA) program. The City applied for and received $15,000 from the State of California for its work on the LUCA update. The City is also participating in the New Construction Program, which will allow the City to send additional new addresses to the Census Bureau through November 2019. Outreach work to date includes participating in workshops and subcommittees convened by the county and providing outreach materials at city-sponsored events. Citywide efforts are expected to increase during the winter and spring. In addition, the city will coordinate with the county to establish formal locations throughout the city where residents will be able to complete the census.

ENVIRONMENTAL SUSTAINABILITY
There are no identifiable environmental effects or opportunities associated with the content of this report.

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\(^1\) A census tract is considered hard-to-count (HTC) if 73% or fewer of the tract’s households that received a census questionnaire mailed it back to the Census Bureau.
RATIONALE FOR RECOMMENDATION
City Council is being asked to adopt this resolution to promote awareness of the 2020 census and to encourage residents complete the census. This is the first step of an outreach plan that is being developed by the City’s Complete Count Committee and is important because of the negative publicity that the 2020 Census received. In addition, the 2020 Census will be the first to rely heavily on online responses and it is critical that the City do all it can to encourage the community to participate.

ALTERNATIVE ACTIONS CONSIDERED
City Council could decide not to adopt the resolution supporting Census 2020. This is not recommended as it could impact community perception of the census and discourage participation.

CONTACT PERSON
David White, Deputy City Manager, (510) 981-7012
Erin Steffen, Assistant to the City Manager, (510) 981-7017

ATTACHMENTS
1. Resolution
2. Census 2020 Overview
3. US Census 2020 Census Implementation Overview
RESOLUTION NO. ##,###-N.S.

A RESOLUTION RECOGNIZING THE IMPORTANCE OF THE 2020 CENSUS AND ENCOURAGING RESIDENTS OF THE CITY OF BERKELEY TO PROMOTE AND COMPLETE THE CENSUS TO ENSURE A FAIR AND COMPLETE COUNT

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, the next enumeration will be April 1, 2020 and the 2020 Census will be the first to rely heavily on online responses; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups; and

WHEREAS, that challenge is amplified in California, given the size of the state and the diversity of communities; and

WHEREAS, California has a large percentage of individuals that are considered traditionally hard to count; and

WHEREAS, these diverse communities and demographic populations are at risk of being missed in the 2020 Census; and

WHEREAS, California receives nearly $77 billion in federal funding that relies, in part, on census data; and

WHEREAS, a complete and accurate count of California’s population is essential; and

WHEREAS, the data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments; and

WHEREAS, the data is also used in the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

WHEREAS, California’s leaders have dedicated a historic amount of funding and resources to ensure every Californian is counted once, only once and in the right place; and

WHEREAS, this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and
WHEREAS, the U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population, thus support from partners and stakeholders is critical; and

WHEREAS, the City of Berkeley is committed to ensuring a complete and accurate count by partnering with other local governments, the State, businesses, schools, and community organizations; and

WHEREAS, the City of Berkeley has committed resources to perform and implement outreach and communication strategies to not only raise community awareness but to ensure that the City’s the hardest-to-count individuals are counted.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley recognizes the importance of the 2020 U.S. Census and encourages residents to promote and complete the Census to ensure a complete, fair, and accurate count.
# Census 2020

**Our Community Counts. Our Community Belongs.**

<table>
<thead>
<tr>
<th>WHY</th>
<th>Billions of dollars for our:</th>
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<td>Schools, Healthcare, Children &amp; Families, Housing, Transportation</td>
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<th>WHO</th>
<th>Political Power</th>
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<td>Our voice in Congress</td>
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<tr>
<th>WHAT</th>
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<tr>
<td></td>
<td>The United States constitution requires all residents to be counted every 10 years</td>
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<tr>
<td></td>
<td>The questionnaire will take 12 minutes to complete. It asks nine questions about: address, race, age, and relationship to the other residents in the household, etc.</td>
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<th>WHEN</th>
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<tr>
<td></td>
<td>Census 2020 begins in mid-March 2020</td>
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<td>Starting May 2020, Census workers will begin going door-to-door to addresses who have not completed the Census to ask them to respond</td>
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<th>HOW</th>
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<td>All addresses will receive a letter in the mail with instructions about how to take the Census through the following options:</td>
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<td><strong>Online</strong> By computer, tablet, or smart phone</td>
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<td></td>
<td><strong>Phone</strong> The Census Bureau’s 1-800 number</td>
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<td></td>
<td><strong>Paper</strong> Households can request a paper form</td>
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**Available In**

- English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese

**Census instructions will be available in all other languages spoken in Alameda County**

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<th>WHERE</th>
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<td>At home</td>
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<td></td>
<td>At the library</td>
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<td>At your child’s school</td>
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<td>At a senior center</td>
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For more information visit [www.acgov.org/census2020](http://www.acgov.org/census2020), find us on [Facebook](http://facebook.com) or email [benjamin.ulrey@acgov.org](mailto:benjamin.ulrey@acgov.org)

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*Couple* icon by Freepik from www.flaticon.com. From the Noun Project: Congress by MRFA, Family by Gan Khoon Lay, Education by Victoria Library by
Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

95% of households will receive their census invitation in the mail.

Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don’t live in households, such as students living in university housing or people experiencing homelessness.
What to Expect in the Mail

When it’s time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you’ll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

**Letter Invitation**
- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we’ll be able to serve you better if you need help over the phone.

**Letter Invitation and Paper Questionnaire**
- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

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**WHAT WE WILL SEND IN THE MAIL**

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<th>On or between</th>
<th>You'll receive:</th>
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<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
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<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
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<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
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<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
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<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
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We understand you might miss our initial letter in the mail.
- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.