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Item No. 23

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CITY OF SOUTH GATE
OFFICE OF THE CITY MANAGER

10:20am

City of South Gate
CITY COUNCIL

AGENDA BILL

For the Regular Meeting of: February 26, 2019
Originating Department: Community Development

Department Director: Joe Perez
Joe Perez

City Manager: Michael Flad
Michael Flad

SUBJECT: LEAGUE OF CALIFORNIA CITIES' 2020 CENSUS UPDATE

PURPOSE: This item was added to the Agenda at the request of Mayor María Belén Bernal to receive the League of California Cities' 2020 Census.

RECOMMENDED ACTIONS:

- a. Receive and file update report of the League of California Cities findings and recommendations in preparation for the 2020 Census; and
- b. Consider and provide direction regarding the formation of a Complete Count Committee for the 2020 Census.

FISCAL IMPACT: None.

ANALYSIS: The 2020 Census will begin on April 1, 2020. At the federal level, census data determines the number of seats for the House of Representatives. At the state level, California will use the data to determine legislative districts. At a local level, Census data will directly influence future changes toward boundaries. The data collected also helps determine the distribution of annual funding for many programs such as the Community Development Block Grant Program (CDBG), as well as funding for roads and school lunch programs. For these reasons, a complete and accurate census count is essential to the well-being of all Californians.

On January 30, 2019, the League of California Cities held a webinar for Cities to receive updates on the 2020 Census. The State of California has committed approximately \$100 million towards strategies and other tasks that will help ensure an accurate and successful count of all Californians. The 2020 Census also presents many unique challenges for states across the nation, including the first-ever on-line census, the inclusion of a specific citizenship question, and an increase in "hard to count" (HTC) communities.

The State of California will focus its communication and outreach efforts on HTC communities, which have historically been undercounted populations. HTC population will encompass many communities of color; low-income households; veterans; young children; the elderly; those experiencing homelessness, displacement or housing insecurity; and immigrants or those who speak limited English. In order to reach all households statewide and motivate HTC residents to respond, the League recommends that cities build partnerships across various sectors (e.g., early and higher education, health services, labor/unions, faith-based organizations, businesses, government agencies, media, and nonprofit organizations).

Provided below are recommendations by the Census Bureau and the League of California Cities on actions cities should take to be accurately represented in the 2020 Census:

- Form a Complete Count Committee made up of community leaders, civic and faith-based organizations, media representatives, members of the school system, business communities, and various government departments. South Gate formed such a committee in 2009 in preparation for the 2010 Census.
- Designate a City Census Coordinator/Lead.
- Build partnerships and collaboration with counties, local complete count committees, local nonprofits and foundations.
- Identify the HTC populations and census tracts in the City.
- Identify existing outreach methods and tools.
- Connect with a State Regional Program Manager.

The Community Development Department is preparing the Local Update of Census Addresses (LUCA) in order to update the Census Tract Block boundaries based on local geography and new development. This effort will help ensure an accurate count in South Gate. City personnel will also begin to contact various agencies and organizations in preparation for the census.

BACKGROUND: At least since 1940, certain populations in our nation have been repeatedly undercounted in the decennial census. In 1990, an undercount of the State population was estimated to cost California one additional congressional seat and \$2.2B in federal funding. In South Gate, the 1990 Census was estimated to have missed 10,000 to 15,000 people living in the City. In preparation for the 2010 Census, many cities, including South Gate, formed Complete Count Committees to assist with the outreach efforts and ensure an accurate count.

Following the 2010 Census, the State Census team recommended that staff in 2020 expand their efforts at sector outreach, using pathways to HTC populations that exist internal and external to State government. It will be critical to form these partnerships in order to execute effective and well-coordinated outreach strategies and tactics for the 2020 Census.

ATTACHMENT: None