

AGENDA MEMORANDUM

TO: City Council
Rules and Legislation Committee

FROM: Mayor Libby Schaaf
Councilmember Nikki Fortunato Bas

SUBJECT: Resolution Recognizing The
Importance Of The 2020 U.S. Census

DATE: September 26, 2019

Colleagues on the City Council and Members of the Public,

The Census is a critical component of democracy and helps to ensure fair representation. It is the basis for determining representation at the local, state, and national levels. Census data determines the number of U.S. representatives each state sends to Congress and sets the district boundaries for congressional, state senator, assembly member, county supervisor, and city council elections.

Census participation impacts the programs and services we can offer in our own community because the federal government uses the census count to determine how to allocate \$675 billion per year in funding to state and local governments. That money goes toward critical programs that support education, housing, health and transportation and other services. California could lose up to \$1,000 in federal funds for each person not counted in Census 2020, for each of the next 10 years, according to the most recent analysis from George Washington University's study titled Counting for Dollars 2020. Find more information at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>.

Census data is used to make other important decisions in our community:

- Transportation planners use census data to decide on public transit routes.
- Community organizations rely on census data to identify community needs, request and fund programs, monitor trends and assess program effectiveness.
- Residents use census data to support community initiatives involving legislation, quality-of-life and consumer advocacy.
- Businesses rely on census data to decide where to open facilities and what types of services/products to provide.

The recent aggressive tactics of U.S. Immigration and Customs Enforcement coupled with the President's attempt to add a question regarding citizenship to the census questionnaire understandably may have caused fear among our immigrant residents about participating in the

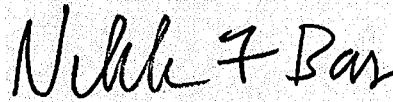
Rules and Legislation Committee
October 10, 2019
Item: _____

2020 Census. It is important to understand that the in June 2019, the U.S. Supreme Court blocked the citizenship question from being added to the 2020 Census. Furthermore, federal law protects census responses. Answers can only be used to produce statistics and cannot be shared with immigration enforcement or law enforcement agencies and cannot be used to determine eligibility for government benefits.

Respectfully submitted,



Libby Schaaf, Mayor



Nikki Fortunato Bas, Councilmember














CENSUS 2020

Our Community Counts. Our Community Belongs.

Alameda County



Complete Count
Committee

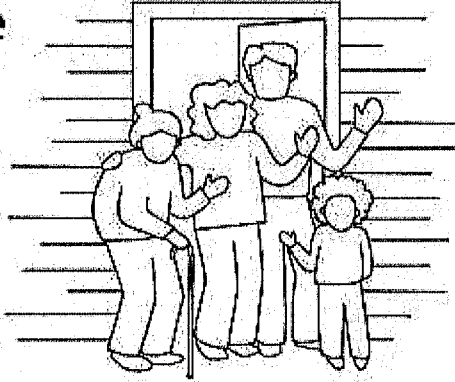
<p>WHY</p>	<p>Billions of dollars for our:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Schools </div> <div style="text-align: center;">  Healthcare </div> <div style="text-align: center;">  Children & Families </div> <div style="text-align: center;">  Housing </div> <div style="text-align: center;">  Transportation </div> </div> <div style="text-align: right; margin-top: 20px;"> <p>Political Power</p>  Our voice in Congress </div>
<p>WHO</p>	<ul style="list-style-type: none"> • Every adult, child, and baby living in the United States! • 1 Census form should be completed for <u>all</u> residents at each mailing address
<p>WHAT</p>	<ul style="list-style-type: none"> • The United States constitution requires all residents to be counted every 10 years • 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.
<p>WHEN</p>	<ul style="list-style-type: none"> • Census 2020 begins in mid-March 2020 • Starting May 2020, Census workers will begin going door-to-door to addresses who have not completed the Census to ask them to respond
<p>HOW</p>	<ul style="list-style-type: none"> • All addresses will receive a letter in the mail with instructions about how to take the Census through the following options: <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  Online By computer, tablet, or smart phone </div> <div style="text-align: center;">  Phone The Census Bureau's 1-800 number </div> <div style="text-align: center;">  Paper Households can request a paper form </div> </div> <div style="text-align: center; margin-top: 10px;"> <p>Available In</p> <p><i>English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese</i></p> </div> <div style="text-align: right; margin-top: 10px;"> <p>Printed In</p> <p><i>English & Spanish</i></p> </div> <ul style="list-style-type: none"> • <i>Census instructions will be available in all other languages spoken in Alameda County</i>
<p>WHERE</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  At home </div> <div style="text-align: center;">  At the library </div> <div style="text-align: center;">  At your child's school </div> <div style="text-align: center;">  At a senior center </div> </div>

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

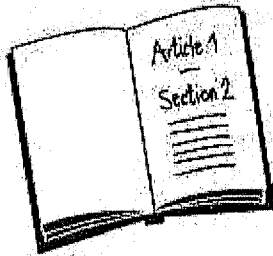
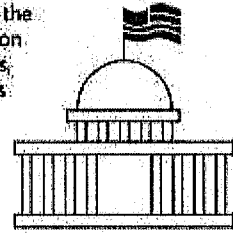
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



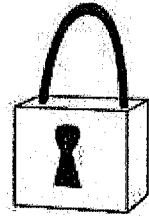
It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the Constitution.

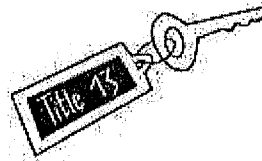
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.



Your data are confidential.

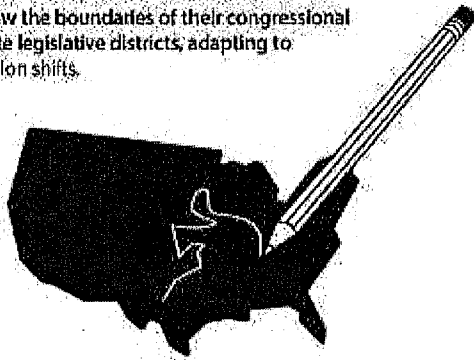
Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



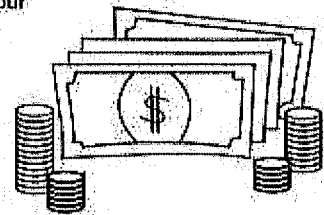
It's about redistricting.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



It means \$675 billion.

Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

FIND OUT HOW TO HELP AT
[CENSUS.GOV/PARTNERS](https://www.census.gov/partners)

2019 SEP 26 PM 3: 35

Approved as to Form and Legality



City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF AND COUNCILMEMBERS NIKKI
FORTUNATO BAS AND LYNETTE MCELHANEY

**RESOLUTION RECOGNIZING THE IMPORTANCE OF THE 2020 U.S.
CENSUS AND ENCOURAGING ALL RESIDENTS TO PARTICIPATE IN
THE CENSUS TO ENSURE AN ACCURATE COUNT FOR THE CITY OF
OAKLAND**

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 held on April 1, 2020, and will be the first Census 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, the County of Alameda and the City of Oakland each 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, the census count impacts how congressional seats are apportioned, how state and federal dollars are distributed, where businesses choose to invest; and

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

WHEREAS, Oakland receives millions in federal funding that relies, in part, on census data; and

WHEREAS, a complete and accurate count is essential to maintaining and improving services for Oakland residents; 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, Census activities require coordination between tribal, city, county, state governments, community-based organizations, education, and many other stakeholders; 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; and

WHEREAS, regardless of citizenship status, all Oakland residents should participate in the Census without fear of retribution as personal information collected through the Census is protected under Title 13 of the United States Code and therefore, cannot be shared with any federal, state or local law enforcement and government agencies, nor can it be used to determine eligibility for government benefits; and

WHEREAS, the City of Oakland in partnership with the County of Alameda and other local governments, the State, businesses, schools, and community organizations, is committed to robust outreach and communication strategies, focusing on reaching the hardest-to-count individuals; now, therefore, be it

RESOLVED: That the City of Oakland recognizes the importance of the 2020 U.S. Census and supports outreach to help ensure a complete, fair, and accurate count of all Californians; and be it

FURTHER RESOLVED: That the City of Oakland encourages all residents to participate in the 2020 U.S. Census to ensure an accurate count for the City, region and the State of California.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID, TAYLOR, THAO AND
PRESIDENT KAPLAN

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

LATONDA SIMMONS
City Clerk and Clerk of the Council of the
City of Oakland, California