

RESOLUTION NO. 2019-75

A RESOLUTION OF CITY COUNCIL OF THE CITY OF MARINA IN SUPPORT OF THE
MONTEREY COUNTY 2020 CENSUS COMPLETE COUNT COMMITTEE

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 nation's population every ten years; and

WHEREAS, a significant amount of outreach is required in order to achieve full participation in the 2020 U.S. Census, especially in Marina, where 17% to 38% of residents, depending on Census tract, are unlikely to respond to Census forms without follow-up; and

WHEREAS, federal and state funding is allocated to communities and decisions are made on matters of national, state and local importance based, in part, on census data; and

WHEREAS, information from the 2020 Census is a vital tool for planning and land use decisions, efforts to increase affordable housing, and economic development and increased employment; and

WHEREAS, the information collected by the U.S. Census Bureau is encrypted and confidential and protected by law under Title 13 of the U.S. Code; and

WHEREAS, Monterey County's Complete County Committee for the 2020 U.S. Census is eligible to receive approximately \$400,000 from the California Complete County Census 2020 Office, based on population and the California Hard-to-Count Index created by the California Department of Finance, Demographic Research Unit and modeled on the U.S. Census Bureau's Hard-to Count Score of past censuses; and

WHEREAS, Monterey County has formed a Complete Count Committee, which can bring together a cross section of countywide community members who will utilize their local knowledge and expertise to reach out to all county residents; and

WHEREAS, the City of Marina has assigned staff and resources to support and participate in this effort; and

WHEREAS, the City of Marina Planning Division determined this project is categorically exempt from CEQA under Section 15061 pertaining to common sense exemptions and Section 15360 pertaining to information collection.

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of Marina, California supports the Monterey County Census Complete Count Committee efforts to assure a complete count in Marina and the entire County.

PASSED AND ADOPTED at a regular meeting of the City Council on the 7th day of August 2019, by the following vote:

AYES, COUNCIL MEMBERS: Berkley, O'Connell, Morton, Delgado

NOES, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: Urrutia

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk

July 31, 2019

Item No. **8f(2)**

To: Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of August 7, 2019

**CITY COUNCIL TO CONSIDER ADOPTING RESOLUTION NO. 2019-,
SUPPORTING THE MONTEREY COUNTY 2020 CENSUS COMPLETE
COUNT COMMITTEE**

REQUEST:

The City Council consider approving resolution supporting Monterey County's 2020 Census Complete Count Committee.

BACKGROUND:

The 2020 United States Census will take place on April 1, 2020. The decennial Census has been performed every 10 years since 1790 by constitutional mandate. The primary purpose of the Census is to count every person living in the United States. This information is ultimately used to apportion billions in federal funds to states and redraw boundaries of US House districts. In addition, the Census is used to collect important demographic data such as age, race, sex, economic characteristics, household size, and educational attainment.

The State of California has initiated a statewide effort called "CA Census 2020" to ensure better coordination between communities, increased funding, and an accurate and complete count of California residents. The State Legislature identified ten regions across California to better coordinate outreach efforts and the dispersal of resources. The City of Marina is located in Region 5 (Central Coast), which includes Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura counties.

City Staff have been participating in Monterey County's 2020 Census Complete Count Committee, which was initiated last year to ensure an accurate count of all County residents. Additionally, the City of Marina participates on the 2020 Census Peninsula Action Team—a subcommittee of the County's Complete Count Committee—which was formed earlier this year to develop specific strategies to reach hard-to-count populations in the Monterey Peninsula. Cities participating on the Peninsula Action Team include Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Sand City, and Seaside. Several non-profits and community-based organizations also participate, including California State University—Monterey Bay (CSUMB), Monterey Peninsula School District (MPUSD), and others.

ANALYSIS:

The Peninsula Action Team has met five times this year on a monthly or bi-monthly basis and will continue to meet once a month, at minimum, over the course of the next year to ensure a complete and accurate count of residents of the Monterey Peninsula. The efforts of the Peninsula Action Team will center on educating, motivating, and informing residents as to why participation in the Census directly benefits them and the communities where they live. The education component includes assuring residents that the information they provide to the Census Bureau is confidential and protected under Title 13 of the US Constitutional Code.

Countywide outreach strategies include regionally- and culturally-relevant media messaging, Census Ambassador centers, and community-based educational events. Discussions have centered on the importance of working with trusted messengers, including organizations and community leaders, to

relay critical information. Countywide and Peninsula-specific outreach teams will also utilize GIS data to identify areas with hard-to-count populations and partner with community organizations to reach them.

Reaching hard-to-count populations in Marina is critically important. In several Census tracts within the City, participation in the 2010 Census lagged behind the national average and failed to meet participation targets. The US Census Bureau estimates that for every five uncounted residents, \$100,000 in local funding is lost over 10 years. Hard-to-count populations include groups who have been excluded or undercounted in the prior Census for a variety of reasons. Hard-to-count populations living in Marina include young children, highly mobile people, racial and ethnic minorities, non-English speakers, low-income people, people experiencing homelessness, undocumented immigrants, LGBTQ people, people with mental and physical disabilities, people who do not trust the government, and people who do not live in traditional housing. Based on 2010 Census participation rates, it is estimated that between 17% and 38% of residents of a particular Census tract in Marina are unlikely to respond to Census forms without follow-up.

ENVIRONMENTAL REVIEW:

The City of Marina Planning Division determined that the project is categorically exempt from environmental review under California Environmental Quality Act (CEQA) Section 15061 pertaining to common sense exemptions for projects that will not have a significant effect on the environment and Section 15306 pertaining to basic data collection, research, experimental management, and resource evaluation activities which do not result in a serious or major disturbance to an environmental resource.

FISCAL IMPACT:

The County of Monterey has been allocated approximately \$400,000 in funding. This funding will be distributed through Region 5's Administrative Community-Based Organization, the Ventura County Community Foundation. Additional State-led media messaging efforts will be utilized in Monterey County, though it is not known how much funding will go toward Census advertising in the region and which media channels will be used for advertising. The local Complete Count Committee is seeking additional funding from the State, local governments, and community organizations to jumpstart public outreach efforts to facilitate a complete count of Monterey County residents.

CONCLUSION:

This request is submitted for City Council consideration and possible action.

Respectfully submitted,

Alec Barton
Assistant Planner, Planning Division
Community Development Department
City of Marina

REVIEWED/CONCUR:

J. Fred Aegerter
Community Development Director
City of Marina

Layne P. Long
City Manager
City of Marina