



City of Grand Forks Staff Report

Committee of the Whole – April 8, 2019
City Council – April 15, 2019

APPROVED & ACCEPTED
by City Council

04/15/2019

Maureen Storstad
Maureen Storstad
City Auditor

Agenda Item: Resolution establishing the 2020 Census Complete Count Committee (CCC)

Submitted by: Brad Gengler, City Planner

Staff Recommended Action: Adopt resolution establishing the Grand Forks Complete Count Committee (CCC) in preparation for the 2020 Census.

Committee Recommended Action: Refer to City Council with the recommendation to approve.

Council Action: approved unanimously on consent agenda

The Planning Department has been given the task of establishing what is referred to as a Census “Complete Count Committee” (CCC) in preparation for the 2020 Census. A similar process was undertaken for the 2010 Census. The attached resolution was provided to staff by a representative of the U.S. Census Bureau assigned to North Dakota. The resolution calls for the establishment of the CCC by the City Council and authorizes the Mayor to appoint government and community leaders to serve on the committee. The committee members do not have to be appointed at the time of the adoption of the resolution. Committee membership will be determined in the following weeks after its adoption.

The background information below consists of excerpts and data from North Dakota’s Census 2020 Outreach Plan and 2020 Census Complete Count Committee guideline published by the U.S. Census Bureau.

BACKGROUND:

The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The first census was conducted by Thomas Jefferson in 1790 and one has been conducted every 10 years since then.

The count from the Census is used to determine the distribution of seats in the House of Representatives of the United States Congress. The state is estimated to have gained more than 80,000 individuals since Census 2010, and we are certain to see a shift in voting districts in the

state after 2020.

Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race, and other factors. Our state and communities benefit the most when every single resident is counted. When we respond to the Census, we help our community obtain its fair share of the \$675 billion per year in federal funds spent on schools, hospitals, roads, public works and other vital programs.

A 2017 George Washington University analysis of federal distribution of funds indicated that there was \$1,910 in federal funds distributed in North Dakota in Fiscal Year 2015 for each resident.

It is easy to understand this importance of the Census when you look at the financial figures. In fiscal year 2015 \$1.45 billion in federal funds for programs like Medicaid, highway construction, Head Start, foster care, SNAP, low income energy assistance, special education and other programs were obligated in North Dakota based upon resident count from Census 2010 and subsequent annual population estimates. That means approximately \$1,910 in federal funds per resident was spent that year and likely on average through the decade. Of all the statistics we live with, the census count is one of the longest lasting. The Census occurs only once every 10 years. This means that we live with the results of the census for the next 10 years, the approximate costs in the state will be:

- For one missed resident = \$19,100
- One missed household (average 2.32 persons) = \$44,312
- A state-wide census count off by just .1 percent = \$15 million

Governments at all levels, private sector business, non-profit groups and private citizens use Census count every day to make choices to determining everything from where to build a bridge across a river to where is the best place to open a daycare. Census counts and the associated socio-economic statistics is a cornerstone of the virtually well-conceived public and private business plans. Local Governments use the Census for public safety and emergency preparedness. Businesses use Census data to decide where to build plants, offices and stores, and associated jobs. Developers use the Census to build new homes and revitalize old neighborhoods.

The Census is the largest non-military mobilization that takes place in the United States. Every household will be contacted by mail. Many of these will be visited in person by an employee of the Census Bureau. In North Dakota alone, more than 3,000 employees will be needed during the peak effort months of March through May of 2020.

The U.S. Census Bureau must submit state population totals to the President of the United States by December 31, 2020.

To help with the success of the Census, local Complete Count Committees are established,

familiar voices are far more effective than those far away from one's home.

What are Complete Count Committees? Complete Count Committees (CCC) are volunteer committees established by tribal, state, and local governments to increase awareness and motivate residents to respond to the 2020 Census. CCCs serve as state and local "Census Ambassador" groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the Census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone.

CCCs speak the language of, and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival – neighbor informing neighbor.

The CCCs will help ensure an accurate 2020 Census count.

The CCCs gain valuable knowledge about the Census process at the local level and develop a plan to impart that knowledge to each and every household as only neighbors and fellow stakeholders can do.

The CCCs help maximize participation and response rates by increasing awareness throughout the 2020 Census.

Who Gains from Participating in the Census? Everyone does! If you drive on public roads, have children attending school, or anything that uses public services or infrastructure, you have a stake in the outcome of this census, every person needs to be counted if they reside in the state. That includes citizens and non-citizens; those here legally or not legally.

SUPPORT MATERIALS:

- Draft resolution establishing the Grand Forks Complete Count Committee.

RESOLUTION

RESOLUTION ESTABLISHING GRAND FORKS COMPLETE COUNT COMMITTEE FOR 2020 CENSUS

WHEREAS, the Constitution of the United States of America requires an enumeration, or “census,” of the population every 10 years; and

WHEREAS, the next decennial census of the population will be taken on April 1, 2020; and

WHEREAS, the decennial census data compiled in the 2020 Census will be used to determine the apportionment of seats in the State Legislature and the allocation of billions of dollars of federal, state and county funds for social and other programs for the next decade until the next decennial census is taken; and

WHEREAS, it is vitally important that every person in the City of Grand Forks, North Dakota, is counted in the 2020 Census; and

WHEREAS, the City of Grand Forks, North Dakota, will establish a Complete Count Committee that will develop and implement an awareness campaign that motivates residents to respond to the 2020 Census and encourages participation by population groups that are often undercounted; and

WHEREAS, the Mayor will have full authority to appoint government and community leaders to serve as members of the Complete Count Committee and to partner with the U.S. Census Bureau to provide training to the members of the Complete Count Committee;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Grand Forks, North Dakota, as follows:

1. The Grand Forks Complete Count Committee is hereby established to develop and implement an awareness campaign that motivates residents to respond to the 2020 Census and encourages participation by population groups that are often undercounted; and
2. The Mayor of the City of Grand Forks, North Dakota, is hereby authorized to appoint government and community leaders to serve as members of the Grand Forks Complete Count Committee, to partner with the U.S. Census Bureau to provide training to the members of the Grand Forks Complete Count Committee, and to take all steps necessary to accomplish these purposes.
3. This Resolution shall go into effect upon approval and passage by the City Council.

Council Member Vein introduced the foregoing Resolution and moved for its adoption. The motion was duly seconded by Council Member Sande. Upon vote being taken thereon, the following Council Members voted “AYE”: Weigel, Dachtler, Weber,

Marshall, Sande, Vein _____; and the following Council Members voted
“NAY”: None _____. Absent and not voting: Mock _____.
Whereupon said motion was declared duly passed and adopted this 15th day of
April _____, 20 19 _____.

ATTEST:

APPROVED:

Maureen Storstad, City Auditor

Michael R. Brown, Mayor