

RESOLUTION NO. 2019- R

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS SUPPORTING THE UNITED STATES CENSUS BUREAU BY CREATING A CENSUS 2020 COMPLETE COUNT COMMITTEE TO COORDINATE EFFORTS AND DEPLOY RESOURCES ACROSS THE COMMUNITY TO ACHIEVE THE MOST ACCURATE AND COMPLETE POPULATION COUNT IN THE UPCOMING DECENNIAL CENSUS; AND DECLARING AN EFFECTIVE DATE.

RECITALS:

1. The United States Census has been performed every ten years since 1790, with the last census in 2010.
2. San Marcos's decennial census population count directly affects the amount of federal revenue distributed for roads, schools, libraries, senior centers, day care centers, and hospitals.
3. Accurate census information is critical to planning for future growth, development and social needs of the City of San Marcos.
4. The City welcomes assistance and advice from community-based organizations, the education community, local businesses and the media in counting the entire local population, including traditionally hard to count, or undercounted, populations.
5. The more informed residents become about the 2020 census operations, the probability of a successful enumeration will be increased.
6. Everyone, whether a United States citizen, an immigrant or an undocumented worker needs the goods and services provided by local and state government, paid for, in part, by federal grants.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS:

PART 1. A Census 2020 Complete Count Committee (CCC) shall be established to coordinate efforts and deploy resources across the community and that the Census 2020 CCC will be made up of:

- A. One Representative of the City Council;
- B. Representatives of Texas State University;
- C. Representatives of the business community;
- D. Representatives of the school district and education sector;
- E. Representatives of community/nonprofit organizations;
- F. Representatives of faith based groups;

- G.** Representatives of media;
- H.** Representatives of youth organizations; and
- I.** Representatives of the healthcare industry.

PART 2. Such representatives will be appointed by the mayor and City Council. City Staff will provide support and be responsible for coordination between the established Complete Count Committee and representatives of the US Census Bureau. The Complete Count Committee will provide regular updates and recommendation for deployment of resources to City Council via assigned staff on a quarterly basis through completion of the 2020 Census effort.

PART 3. The purpose of the Complete Count Committee is to increase the response rate through focused, structured community minded action. The committee will utilize the knowledge and expertise of each committee member to implement a census awareness campaign targeted to residents.

PART 4. The census effort will be driven from the Complete Count Committee as an inclusive community effort supported by City staff and representatives of the US Census Bureau.. Duties and responsibilities of the committee shall include formulation of strategies to enhance our community's response rate to Census 2020. The committee will utilize local knowledge, expertise and influence of each committee member to design and implement a census awareness campaign targeted to the various communities across the region.

PART 5. Committee members shall serve from March 2019 through August 2020 at which time the Committee shall dissolve. The Committee will engage once a month, but may meet more often leading into 2020.

PART 6. This resolution shall be in full force and effect from and after its passage.

ADOPTED on February 19, 2019.

Jane Hughson
Mayor

Attest:

Jamie Lee Case
City Clerk