



Legislation Text

File #: ID#18-890, **Version:** 1

AGENDA CAPTION:

Receive a presentation from Richard Castanon, U.S Census Bureau Partnership Specialist about preparing for the 2020 Census Count.

Meeting date: January 15, 2019

Department: Planning and Development Services

Amount & Source of Funding

Funds Required: N/A

Account Number: N/A

Funds Available: N/A

Account Name: N/A

Fiscal Note:

Prior Council Action: N/A

City Council Strategic Initiative: [Please select from the dropdown menu below]

Community Partners

Choose an item.

Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

- ☐ Economic Development - Choose an item.
- ☐ Environment & Resource Protection - Choose an item.
- ☐ Land Use - Choose an item.
- ☐ Neighborhoods & Housing - Choose an item.
- ☐ Parks, Public Spaces & Facilities - Choose an item.
- ☐ Transportation - Choose an item.
- ☒ Not Applicable

Master Plan: [Please select the corresponding Master Plan from the dropdown menu below (if applicable)]

Choose an item.

Background Information:

The next census is set to take place on April 1, 2020. The 2020 census will determine how the federal government will distribute \$400 billion annually to fund community services and generate jobs. Further, it will provide valuable information for decision making regarding land use and resource planning, housing needs planning, education, road and infrastructure planning, and community needs planning.

The Census recommends that education and outreach campaigns be targeted towards hard to count areas in order to increase the accuracy of Census 2020.

One major issue with the accuracy of the data comes from populations that are historically difficult to count. These populations include non-native English speakers, low income households, children, and students. The Census uses past response rates to predict hard to count areas. A Low Response Score (LRS) is the measurement tool used to identify hard to count areas. For example, 79.3% of households that received a 2010 census questionnaire completed it and mailed it back. The resulting LRS nationwide for the 2010 census was 20.7%. The Census considers any area with an LRS greater than 30% as a hard to count area. There are four census tracts within the City of San Marcos that have an LRS score that is greater than 30%. In order to ensure the Census is as accurate as possible in accounting for the entire community including traditionally hard to count populations, assistance and advice from community-based organizations, the school district, local businesses, and the University is welcomed and needed. Staff will be bringing a Resolution for the City Council's consideration to establish a complete count committee for the purpose of increasing the response rate for the 2020 Census, including recommendations for membership, duties, and responsibilities of the Committee.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Click or tap here to enter text.