



## Legislation Details (With Text)

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**Title:** RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING THE CITY OF SAN PABLO CENSUS 2020 LOGO

**Sponsors:**

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**Attachments:** 1. RES 2020-003 Census 2020 Logo, 2. City of San Pablo Census 2020 Logo

Date	Ver.	Action By	Action	Result
1/22/2020	1	City Council	adopted	Pass

**PREPARED BY:** SARAH KOLARIK

**DATE OF MEETING:** 01/21/20

**SUBJECT:**

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING THE CITY OF SAN PABLO CENSUS 2020 LOGO

**CITY MANAGER RECOMMENDATION**

Adopt Resolution

**COMPLIANCE STATEMENTS**

Enhance Community Resilience - 205. Civic Engagement is an adopted policy item contained in the FY 2019-21 Adopted City Council Priority Workplan, effective March 1, 2019.

**CEQA Compliance Statement**

The creation of a City of San Pablo branded Census 2020 logo for the purpose of public engagement is not a project as defined by CEQA.

**BACKGROUND**

The United States (U.S.) Census Bureau is required by law to conduct a count of all people living in the U.S. once every 10 years. The next U.S. Census will be conducted in 2020 according to the following timeline:

March 2020	Preliminary mailers from the Census Bureau (invitation, letter, postcard)
April 1, 2020	Census Day
April 2020	Reminder mailers from the Census Bureau (postcard, letter, postcard)
May - June 2020	Non-response follow up

The State of California and the County of Contra Costa are providing additional funding and staff

support to ensure a complete count in the 2020 Census.

It is estimated that for each person not counted, there is a loss of funding of between \$1,000 and \$2,000 per year. If there is a 5% undercount in Contra Costa County in the 2020 Census, there is a potential loss of \$500 million to \$1.1 billion of funding to the region over 10 years. Furthermore, the number of representatives in Congress, the number of delegates in the electoral college, and the number of districts in California is determined based on the population of the state relative to the rest of the U.S. Thus, the City of San Pablo is committed to supporting a complete count to ensure proper representation and funding for community resources.

There are, however, many challenges to ensuring a complete count, including confusion over the Census process, distrust in government, and lack of awareness of the importance of the Census. “Hard-to-Count” populations include children under age five, youth between 18 and 24, racial and ethnic minorities, people living in poverty, non-English speaking households, people with no high school diploma, highly mobile people, renters, people in multifamily units, seniors, veterans, LGBTQ identifying individuals, people experiencing homelessness, people distrustful of government, undocumented immigrants and people living in rural areas. The City of San Pablo has the highest rate of hard-to-count populations in the County, with approximately 72% of residents living in hard-to-count census tracts. A City of San Pablo branded Census 2020 outreach campaign is expected to support public engagement and improve Census response rates.

For purposes of community education and outreach program activities, City staff have modified the City logo to develop a new US Census 2020 logo following previous City Council authorization supporting the US Census 2020 under adopted City Council Resolution 2019-066 adopted in May 6, 2019. Therefore, the new US Census 2020 logo requires a formal authorization by the City Council to be used for official City-sponsored US Census 2020 program activities (See Attachment).

### **FISCAL IMPACT**

Development of the branded logo required staff time to guide the work done by Omar Martinez-Zoluaga, a student volunteer from the University of California, Berkeley. Additional staff time will be required to implement Census 2020 outreach. A portion of the Census 2020 staff time and materials costs will be offset by a \$6,000 funding award from Contra Costa County to support Census 2020 outreach.

**ATTACHMENT:** City of San Pablo Census 2020 Logo