

2020 Census Update

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Agenda

- ▶ **Census Background & Preparation**
- ▶ **Complete Count Committee**
- ▶ **Next Steps**

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**Census
2020**

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Census Background & Preparation

Census Background

- ▶ Decennial Census - April 1, 2020
- ▶ Mandated by U.S. Constitution, conducted every 10 years
- ▶ Establishes population counts and demographics across the country
- ▶ Serves as the basis for
 - ▶ Reapportioning congressional seats
 - ▶ Federal, state, and local redistricting
 - ▶ Distributing more than \$675 billion in federal funds annually to states, counties and local communities – housing, education, transportation, etc.

Census and Sugar Land

- ▶ Demographics and population used for planning purposes
- ▶ Census population serves as the basis for
 - ▶ Emergency management grant applications
 - ▶ Regional transportation & mobility improvements
 - ▶ Determining peer cities for comparison
 - ▶ City Council single-member districts

2020 Census

- ▶ **Shape your Future – Start Here**
- ▶ **It's quick, easy, and safe to respond any time, anywhere**
 - ▶ **Technology will make it easier than ever for individuals to respond to the census**
 - ▶ **Respond online, by phone, or by mail**
- ▶ **Staff preparations under way since 2017**

Census Preparation – Address List

- ▶ Efforts to ensure every household receives a survey
- ▶ Local Update of Census Addresses Operation (LUCA)
 - ▶ Decennial updates to Census residential address list
 - ▶ Completed summer 2018
- ▶ New Construction Program (NCP)
 - ▶ Fall 2019 – final opportunity to provide input for residential address list

Census Preparation – Geographical Boundaries

- ▶ **Boundary and Annexation Survey (BAS)**
 - ▶ Annual updates to city boundaries
 - ▶ Completed January 2019
 - ▶ Includes Greatwood & New Territory
- ▶ **Participant Statistical Areas Program (PSAP)**
 - ▶ Opportunity to review Census Tracts and Block Groups
 - ▶ Make recommendations for those that need to be split
 - ▶ Goals: (1) keep Sugar Land city limits/ETJ together; (2) keep neighborhoods together

Complete Count Committee

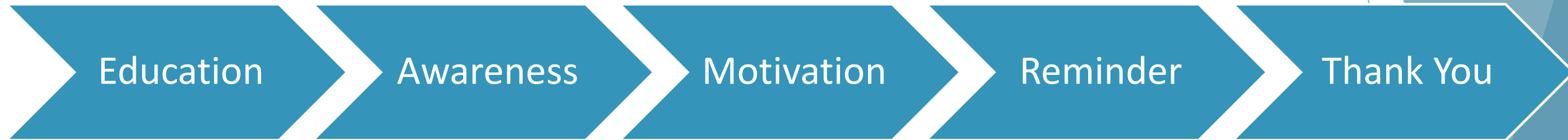
Complete Count Committee

- ▶ CCCs are “census ambassadors” that promote participation in the census
- ▶ Trusted leaders and voices within the community
- ▶ All-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community
- ▶ Plan and implement outreach campaigns that raise awareness of the census
 - ▶ Utilize variety of mediums to get the word out

Committee membership & creation

- ▶ 2-3 reps from groups within Sugar Land, including
 - ▶ Faith-based community
 - ▶ Community/ nonprofit organizations
 - ▶ School district & education sector
 - ▶ Business/ employment community
 - ▶ Additional at-large members
- ▶ City Manager Task Force
 - ▶ Establish in early August
 - ▶ Streamlined process
 - ▶ Application and Interview process
- ▶ IG reviewed the proposed process and concurred on 5/21/19

Census Phases



- ▶ **Education Phase – Now – December 2019**
 - ▶ CCC creation, orientation & develop outreach campaign
- ▶ **Awareness Phase – January – February 2020**
 - ▶ CCC & staff implements outreach campaign

Census Phases



- ▶ **Motivation Phase – March – May 2020**
 - ▶ Encourage residents to respond accurately and return it immediately
- ▶ **Reminder Phase – May – July 2020**
 - ▶ Encourage every household that did not respond that they still can respond or wait for the census taker to knock on their door.
- ▶ **Thank You Phase – Starts July 2020**

Next Steps

- ▶ **Open Applications for Complete Count Committee**
 - ▶ Week of June 10
- ▶ **Outreach to community groups encouraging applications for CCC**
 - ▶ Spread the word to community leaders

Clarifying Questions for Staff

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