

Item Title: 2020 U.S. Census Update

Specific Action Requested:

That the Board of Commissioners receives the update on the 2020 U.S. Census.

Item Summary:

Purpose: To provide the Board of Commissioners an update on preparations for the 2020 U.S. Census.

Background: In preparation for the April 1, 2020 Census, Wake County and its municipal partners will work collaboratively to promote and market participation by all Wake County residents. These efforts are already underway by identifying outreach strategies along with roles and responsibilities over the next year. A key component of these efforts is the Complete Count Committee (CCC). The CCC is comprised of community leaders who serve as influencers to help educate and promote the census across different areas of the community, in particular, areas that may be hard to reach and count. It is advised that the Board of Commissioners consider establishing the committee and appointing a chairperson at their April 15, 2019 regular meeting.

Board Goal: An accurate U.S Census count in Wake County will support a broad range of Board goals including Growth & Sustainability, Community Health, Economic Strength, and Social and Economic Vitality.

Fiscal Impact: Miscellaneous expenses related to the 2020 census outreach efforts are being identified in the FY20 budget process. Municipalities are also identifying funds in their respective budgets.

Additional Information:

Every 10 years, the U.S. Census Bureau undertakes the task of counting all the people living in the United States. The demographic and population information gathered from the census is used to determine the amount of federal funds that are directed to local jurisdictions. It is also used to determine political representation at the federal level. To that end, it's important that Wake County and all its municipal jurisdictions have a successful and accurate count of people living in Wake County. This helps our community plan for public services such as education, transportation, human services, and healthcare.

As in the past, Wake County will serve as the primary facilitator for coordinating outreach efforts in partnership with all the municipalities. This includes outreach and participation to many community organizations and events across Wake County. Staff will also

coordinate with U.S. Census staff on promotional materials and other tools to encourage an accurate count for Wake County.

A key component of these efforts is the Complete Count Committee. The committee is comprised of community leaders who help educate and promote the importance of participation in the census. In 2010, the committee Chairman was Wake County Commissioner Harold Webb along with several co-chairs that provided oversight in community sub-areas such as business, government, education, religion, media, community organizations, and special housing. With the 2020 census less than one year away, it is advised the Board consider establishing the committee and appointing a chairperson at their April 15th meeting. Attached is a recommended organizational chart for the 2020 Complete Count Committee.

Attachments:

1. Presentation
2. 2020 Wake County Complete Count Committee Organizational Chart