



DATE: May 15, 2019

TO: Community Services Commission

FROM: Community Services Manager

SUBJECT: Recommendation to the City Council to Adopt a Resolution Recognizing the Importance of the Census 2020

RECOMMENDATION

That the Commission recommends to the City Council the adoption of a resolution recognizing the importance of Census 2020 and encouraging all residents to be counted.

SUMMARY

The City of Hayward, in conjunction with Alameda County, is preparing for the upcoming Census 2020. The goal is to ensure that Hayward residents get their fair share of federal resources and that an accurate count of the Hayward community is performed. Due to political sentiments expressed at the federal level, Census 2020 stands to be one of the most difficult in census history. As a result, the City is planning to leverage its partnerships and be creative and extensive in its outreach to ensure that the Hayward community, especially its most vulnerable and “hard-to-count” populations, are counted.

BACKGROUND

As required by the U.S. Constitution (Article I, Section 2), every 10 years the nation has the opportunity to count its population. Although this may seem like a straightforward and simple matter, obtaining an accurate population count is important for two critical reasons: (1) the census count determines the number of seats each state has in the U.S. House of Representatives and voting district lines; and (2) most importantly, this data is also used to distribute billions in federal funds to local communities. There are more than \$675 billion in annual, federal funding at risk over the course of the next decade, pending the outcome of the 2020 Census. In particular, the State of California receives more than \$76 billion of funding per year based on Census data. These funds provide critical safety net services for local communities such as childcare programs, Medicare, supplemental nutrition assistance programs, and Section 8 housing vouchers for low-income households, among many more programs.

Census data also provides critical social and economic data that is used by the business community to forecast consumer demand, to factor into strategic long-term planning for product development relevant to regional demographics and economic conditions, and to provide equal opportunities that foster compliance with Federal Law. An inaccurate or under-count will have a negative impact on historically underserved and vulnerable communities, contributing to a vicious cycle of poverty-inducing circumstances.

DISCUSSION

While successfully conducting an accurate count has always been a difficult task, Census 2020 stands to be one of the most difficult in the 230-year census history as it will require counting an increasingly diverse and growing population of ~ 330 million people in more than 140 million housing units. The Government Accountability Office (GAO) projects a 17% drop in self-reporting across the United States, due to the unprecedented challenges listed below:

- **The inclusion of a citizenship question** - As legal challenges to the citizenship question move forward to the Supreme Court, immigrant communities have already articulated reticence towards Census participation with or without the citizenship question;
- **The first online census** is prompting public concerns about internet accessibility, computer literacy, and hacking; in addition to concerns around lack of broadband access and comfort with digital platforms;
- **An increase in unconventional, untraditional housing units**, particularly in areas like the Bay Area and the City of Hayward impacted by high housing costs and limited housing supply; and
- **A significant number of hard-to-count communities** concentrated in the East Bay, such as¹ the multiple census tracts considered hard-to-count in Hayward due to concentrations of populations that include young children, immigrants, renters, overcrowded households, and households without computer or internet access.

In April 2019, the City completed its sixth biennial Resident Satisfaction Survey (Survey), which was initially conducted in the fall of 2008. The survey questions included a wide range of questions, including demographics, attitudes and opinion on quality of life in Hayward, delivery of City services, issues of public concern and priorities.² The Survey also asked respondents how they receive information from the City of Hayward and the likelihood of participation in the Census 2020. The Survey results revealed the following about Hayward residents and their attitude toward the Census 2020:

- More than half the respondents said they are “extremely or very likely” to participate in the Census (73%), with 21% of respondents falling into the “somewhat likely or not too likely” responses

¹ The California Hard-to-Count Index Interactive Map is available at <https://census.ca.gov/HTC-map/>

² The 2019 Residential Satisfaction Survey staff report and survey results can be accessed at <https://hayward.legistar.com/LegislationDetail.aspx?ID=3930924&GUID=9A50AA21-8483-40DF-8B47-B78A558B946A&Options=&Search=>

- Younger residents are much less likely to say they will participate in the Census, with only 44% of respondents ages 18-24 responding in the “extremely or very likely” categories
- Lower-income residents are also less likely to say they will complete the Census
- Those with less than a high school education are less likely to complete the Census

The goal of obtaining a full and accurate count is best accomplished through a strategic partnership between local government and community-based organizations, as these groups are in trusting relationships with traditionally hard-to-count populations. The City is also working in close partnership with the Alameda County Complete Count Committee³ to maximize the capacity to accurately count our community. Alameda County is undertaking community engagement by issue areas by forming subcommittees to hold Census Solution Workshop. There is a County subcommittee for each of these communities:

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|---------------------------------|----------------------------|
| • Affordable Housing | • Libraries |
| • Community Based Organizations | • LGBTQ |
| • Children 0-5 | • People with Disabilities |
| • Faith-Based Organizations | • Senior Citizens |
| • Health | • Unhoused Community |
| • Higher Education | • Workforce Development |
| • Immigrant | • Unincorporated Areas |
| • K-12 Education | |

These subcommittees are each developing specialized outreach plans for their specific communities, and then coordinating with the County to develop unified messaging and to develop collateral. The City is supporting the robust representation on each of these subcommittees. Additionally, the City will be leveraging its relationships with the non-profit agencies who receive community agency funding to ensure that outreach efforts are conducted.

The Census 2020 begins on April 1, 2020 and the data collected determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments. The Commission participates in the Community Agency Funding process, which allocates federal funds awarded based on data collected during the census. Each year, the Commission acknowledges the growing needs of the vulnerable populations in Hayward and values the federal funds that are provided to the Hayward community to address these needs. Understanding the high value these federal funds bring to Hayward, the Commission should recommend that the Council recognize the importance of Census 2020 and encourage all residents to be counted.

NEXT STEPS

³ Alameda Census Counts Committee webpage can be found at <http://acgov.org/census2020/> and provides more information on the work to date as well as highlights of upcoming work sessions.

1. The Community Services Commission recommends to the Hayward City Council that they adopt a resolution (Attachment II) recognizing the importance of Census 2020 and encourage all residents to be counted.
2. Staff will work with our agencies receiving community agency funding and other community partners to ensure that proactive outreach measures are taken.

Prepared and Recommended by: Monica Davis, Community Services Manager

Approved by:

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