



City of San Antonio

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Title: Briefing on the 2020 Census [Berta Rodriguez, Government and Public Affairs]

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Date	Ver.	Action By	Action	Result
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DEPARTMENT:

Government & Public Affairs Department

DEPARTMENT HEAD:

Jeff Coyle, Government & Public Affairs

COUNCIL DISTRICTS IMPACTED:

Citywide

SUMMARY:

Government and Public Affairs will provide a presentation on the San Antonio/Bexar County Complete Count Committee and local efforts underway for the 2020 Census.

BACKGROUND INFORMATION:

In the summer of 2018 the City of San Antonio convened stakeholders representing multiple community organizations to develop the framework of a strategic work plan which would guide San Antonio’s efforts for a complete count during the 2020 Census. A critical strategy central to achieving a complete count was to form a Complete Count Committee. The Complete Count Committee is a volunteer organizing body whose members serve as trusted community voices during the census process. Members provide guidance on census outreach strategies and work with community partners to increase awareness and encourage all residents to complete the census questionnaire.

In April 2019, with appointees from the City Council and Commissioners’ Court, Mayor Nirenberg and Judge Wolff launched the 53 member San Antonio/Bexar County Complete Count Committee (Committee). The Committee is charged with reaching all residents, with a particular focus on the 25

percent of the county at risk of being undercounted, according to data provided by the Census Bureau. The Committee, under the leadership of Co-Chairs Celina Pena and Rebecca Cedillo, formed 6 Subcommittees and identified 12 Target Populations at risk of being undercounted in the 2020 Census. During the summer, the Subcommittees conducted a deep dive data analysis and identified strategies to mitigate barriers for participation among the Target Populations.

To support the outreach strategies of the Committee, the Count Me In branding and logo was launched and was used in the development of the resident centric Count Me In website. Census day is April 1, 2020 and will mark the first decennial where the questionnaire will be available online, in paper form and via telephone. The City will be investing \$400,000 in non-personnel dollars to support the Committee's advertising/marketing and grass roots outreach efforts to ensure residents self-respond in a manner they are most comfortable with. The City will be awarding a Social Media contract and will be initiating the procurement process for issuing a paid Media Planner/Buyer RFP in support of the Committee's outreach strategies. In addition to City funding, and in light of the State of Texas' decision to not allocate dollars for census outreach, several local stakeholders are pursuing funding from foundations. The City is helping to identify those funding opportunities and providing technical and grant writing assistance to stakeholders who wish to apply. These efforts have resulted in a \$200,000 award from the San Antonio Area Foundation for census outreach.

A key strategy in our paid media campaign will be to develop messaging that is relevant and resonates with our Target Populations. The City is working with national organizations who are researching messaging to mitigate participation barriers such as fear of government, apathy and lack of knowledge as to the importance of the census. In addition, with the removal of the citizenship question it will be vitally important to educate our community the census is a count of all residents, regardless of their status.

ISSUE:

The 2020 Census is the constitutionally mandated decennial count of the U.S. population. Data gathered is used to apportion representation at the federal and state government and impacts the distribution of billions of dollars in funds to states and local communities. As one of the fastest growing regions in the state, an accurate and complete count of our residents is critical to the City of San Antonio. Redistricting at the local, state and federal levels will occur after the 2020 Census has been completed.

ALTERNATIVES:

This item is for briefing purposes only.

FISCAL IMPACT:

There is no fiscal impact at this time.

RECOMMENDATION:

This item is for briefing purposes only.