

MEMORANDUM

TO: Donna Barron, City Manager

FROM: James Kunke, Community Relations & Tourism Director

DATE: October 15, 2018

SUBJECT: **Consideration of a Resolution Supporting the U.S. Census Bureau 2020, and Appointment of Members to the Lewisville Complete Count Committee.**

BACKGROUND

The U.S. Constitution (Article 1, Section 2) requires a Census be conducted every 10 years. The next national Census will be conducted in 2020. The U.S. Census Bureau is asking cities to help ensure an accurate Census by forming a Complete Count Committee.

The attached resolution declares Lewisville's support for the U.S. Census. Staff has prepared a list of candidates for a local Complete Count Committee to serve through the 2020 campaign. The committee would start meeting on November with a training session conducted by U.S. Census personnel, and would meet as needed throughout 2019 and early 2020.

ANALYSIS

The purpose of the Census is to determine allocation of House of Representatives members for each state. However, Census figures also are used in many ways that have a direct impact on Lewisville governance and Lewisville residents.

An accurate and thorough Census count is critical to help the federal government distribute more than \$400 billion annually for infrastructure, programs, and services. A good example is the Community Development Block Grant (CDBG) program. Cities with at least 50,000 in population receive a direct allocation of these funds annually. Census population count is one of three main factors used to determine how much grant money a city receives. Lewisville's allocation for 2018-19 is \$699,608.

The Census count also plays a role in redrawing state legislative districts, and will impact Lewisville City Council residential districts after annexation of Castle Hills.

City officials are encouraged by the Census Bureau to help educate and raise the awareness of the importance of the Census and encourage residents to respond to the official Census questionnaire. This is especially important for cities with a large immigrant population, where Census undercount is a real threat. Lewisville's population is about 30 percent Latino (including many first-generation immigrants) and 4 percent Chin. That, plus the high percentage of

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residents who live in apartments or rental houses, makes it important for Lewisville to actively pursue a complete Census count in 2020.

The Census Bureau asks that cities do that by creating a Complete Count Committee. This committee of residents, civic and business leaders, and social service agency representatives will work to build public trust in the Census process and encourage residents to complete and return the Census form. The committee will work with dozens of community partners on communication and outreach efforts. Examples could include community events; placing information in government, business, and church newsletters; sending information home with students; online and print marketing; and media partnerships.

Staff has contacted some potential Complete Count Committee members. A list is included in this memo. However, staff would like the flexibility to recruit additional members if opportunities arise to expand the committee's reach. If Council is comfortable assigning that authority to staff, it needs to be specifically included in the motion.

The following individuals or agencies are recommended for membership on Lewisville's Complete Count Committee for the 2020 U.S. Census, and have agreed to serve if appointed.

Alvin Turner	Community Leader
Audra Smolinski	Realtor / Social Media Influencer
Becky Nelson	Chin Community Ministry
Dawn Shapley	Valley Creek Church
Jessica Deroche	North Central Texas College
Lisa Vanatta	Lewisville Area Chamber of Commerce
Randy Canivel	Midwestern State University
Salai Lian	Chin pastor
Steven Hood	Christian Community Action
Representative TBD	Lewisville ISD
Representative TBD	Youth Action Council

Other agencies that have been contacted but have not yet confirmed their willingness to participate are:

Castle Hills Elementary PTA
Communities in Schools of North Texas
Denton County Transportation Authority
Keep Lewisville Beautiful
League of United Latin American Citizens - Denton
Lewisville Apartment Managers Association
Lewisville Inter Faith Alliance
Medical City Lewisville

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Salvation Army
Westside Baptist Church

RECOMMENDATION

That City Council approve a resolution supporting the U.S. Census Bureau 2020, appoint members to the Lewisville Complete Count Committee, and authorize staff to add committee members if needed.