

RESOLUTION NO. 2019-72

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COACHELLA AUTHORIZING THE CITY OF COACHELLA TO OPT-IN AND PARTICIPATE IN THE COUNTY OF RIVERSIDE 2020 CENSUS CITY FUNDING OPPORTUNITY AND RECEIVE ITS ALLOCATION IN THE AMOUNT OF \$20,444.54 AS PART OF THE CALIFORNIA COMPLETE COUNT 2020 CENSUS OUTREACH AND AWARENESS CAMPAIGN EFFORTS

WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, the next enumeration will be April 1, 2020 and the 2020 Census will be the first to rely heavily on online responses; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups; and

WHEREAS, that challenge is amplified in California, given the size of the state and the diversity of communities; and

WHEREAS, California has a large percentage of individuals that are considered traditionally hard to count; and

WHEREAS, these diverse communities and demographic populations are at risk of being missed in the 2020 Census; and

WHEREAS, California receives nearly \$77 billion in federal funding that relies, in part, on census data; and

WHEREAS, a complete and accurate count of California's population is essential; and

WHEREAS, the data collected by the decennial Census 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; and

WHEREAS, the data is also used in the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

WHEREAS, California's leaders have dedicated a historic amount of funding and resources to ensure every Californian is counted once, only once and in the right place; and

WHEREAS, this includes coordination between tribal, city, county, state governments, community-based organizations, education, and many more; and

WHEREAS, the U.S. Census Bureau is facing several challenges with Census 2020, including constrained fiscal environment, rapidly changing use of technology, declining response rates, increasingly diverse and mobile population, thus support from partners and stakeholders is critical; and

WHEREAS, the City of Coachella is committed to ensuring a complete and accurate count by partnering with other local governments, the State, businesses, schools, and community organizations; and

WHEREAS, the City of Coachella has established a Municipal Complete Count Committee to perform and implement outreach and communication strategies to not only raise community awareness but to ensure that the City's the hardest-to-count individuals are counted.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Coachella that the City of Coachella recognizes the importance of the 2020 U.S. Census and encourages residents to self-respond, promote and complete the Census questionnaire to ensure a complete, fair, and accurate count.

PASSED, APPROVED and ADOPTED this 11th day of December, 2019.

Steven A. Hernandez
Mayor

ATTEST:

Angela M. Zepeda
City Clerk

APPROVED AS TO FORM:

Carlos Campos
City Attorney

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF COACHELLA)

I HEREBY CERTIFY that the foregoing Resolution No. 2019-72 was duly adopted by the City Council of the City of Coachella at a regular meeting thereof, held on the 11th day of December, 2019, by the following vote of Council:

AYES:

NOES:

ABSENT:

ABSTAIN:

Andrea J. Carranza, MMC
Deputy City Clerk