



TO: Elizabeth Pauli, City Manager
FROM: Melanie Harding, Chief Policy Analyst to the Mayor, City Manager’s Office
COPY: City Council and City Clerk
SUBJECT: Resolution – Funding for the 2020 Census Complete Count Committee – December 18, 2018
DATE: December 5, 2018

SUMMARY:

Resolution authorizing the expenditure of \$25,000 of Council Contingency Funds to support the Pierce County Complete Count Committee and ensure a thorough and accurate 2020 Census in the City of Tacoma; and, directing the City Manager to negotiate and execute an agreement with the Greater Tacoma Community Foundation for the “Pierce Census 2020” Funding.

COUNCIL SPONSORS:

Mayor Victoria Woodards and Council Members Hunter, McCarthy and Mello

STRATEGIC POLICY PRIORITY:

The strategic policy priorities best aligned with this action are:

- Strengthen and support a safe city with healthy residents.
- Ensure all Tacoma residents are valued and have access to resources to meet their needs.
- Foster a vibrant and diverse economy with good jobs for all Tacoma residents.
- Encourage and promote an efficient and effective government, which is fiscally sustainable and guided by engaged residents.

BACKGROUND:

The United States Census Count is the basis for many important fiscal decisions, including the allocation of State and Federal funding. Additionally, businesses use this data when choosing where to launch products or build new stores. Historically, local governments and community groups have played a key role in educating and motivating residents to participate in the Census by forming “Complete Count Committees.”

In 2010, the City of Tacoma operated a Complete Count Committee independently. However, partnership with countywide partners has the potential to increase the efficiency and effectiveness of Census outreach and education efforts. For Census 2020, the Auditor’s Office is taking the lead on the Census Count in Pierce County in partnership with GTCF. They have connected to the statewide “Complete Count Committee,” with a State Office of Financial Management staff person participating in the work group. They welcome assistance and are seeking active involvement from all local jurisdictions.

Public outreach for this Pierce County effort is estimated to be \$250,000. Some funds may be pooled with the King County Complete Count Committee for media buys to extend the reach of the campaign (because most major media outlets are located in Seattle), but the majority of funds will be used for local outreach tailored to reach Pierce County’s “Hard to Count” population, which will require translation, outreach, and grassroots engagement.

In addition to a potential question on citizenship status being added to the 2020 Census, there are two other significant changes that may require additional outreach: 1.) Active military personnel will be included in



2020, a broad departure from past counts; and 2.) The Census Bureau is aiming to have 70% of survey completed online.

The proposed City of Tacoma contribution to this effort will help ensure a complete count and prevent the potential loss of State and Federal dollars through underrepresentation of Tacoma residents. This funding includes allocations to schools, hospitals, and more, and is key to services that provide for the wellbeing of all of Tacoma’s residents.

ISSUE:

In order to authorize the use of the City Council Contingency Funds for this purpose, a resolution must be adopted.

ALTERNATIVES:

The City Council could choose not to approve the requested expenditure.

RECOMMENDATION:

It is recommended that the City Council approve the expenditure of \$25,000 of Council Contingency Funds to support the Pierce County Complete Count Committee and ensure a thorough and accurate 2020 Census in the City of Tacoma by directing the City Manager to negotiate and execute an agreement with the Greater Tacoma Community Foundation for the “Pierce Census 2020” Funding. The proposed City of Tacoma contribution to this effort will help ensure a complete count and prevent the potential loss of State and Federal dollars through underrepresentation of Tacoma residents.

FISCAL IMPACT:

EXPENDITURES:

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
1030 Council Contingency Fund	660000	5310100	\$25,000
TOTAL			\$25,000

* General Fund: Include Department

REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
1030 Council Contingency Fund	660000	6311010	\$25,000
TOTAL			\$25,000

FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: \$25,000

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? Yes

IF EXPENSE IS NOT BUDGETED, PLEASE EXPLAIN HOW THEY ARE TO BE COVERED. N/A