

City Council Agenda Memo

From: Mike Struck, Community Development Director

Council Meeting: February 18, 2020

Subject: 2020 Census

Person(s) Responsible: Mike Struck, Community Development Director
Chelsie Bakken, Public Information Officer

Summary:

Presentation of the 2020 Census marketing plan as prepared by the Complete Count Committee.

Background:

Article 1, Section 2, of the Constitution of the United States mandates the country conduct a count of its population once every 10 years. The 2020 Census will mark the 24th time the country has counted its population since 1790.

The Census provides important data for lawmakers, business owners, schools, and many others to provide daily services, products, and support for our community. Every year, billions of dollars in federal funding is distributed to hospitals, fire departments, schools, roads, and other resources based on Census data.

The City of Brookings is a Census partner in which we all play a role in raising awareness of the 2020 Census. As an official Census partner, the City appointed community members to a 2020 Complete Count Committee. The Complete Count Committee represents a wide cross-section of the community and is charged with creating a marketing plan for Brookings and being a local champion of the 2020 Census.

Important dates:

- March 12: Census Bureau starts mailing invites/information to households.
- April 1: Census Day observed nationwide, all households have received the Census invite.
- April: Census workers visit senior centers, on-campus college students, other group living quarters.
- May – July: Census workers visit households that have not responded.

Households will be receiving invitations from the Census Bureau in mid-March. New in 2020 is the ability to complete the Census questionnaire on-line or via the phone. The traditional method of completing a paper copy and mailing it back to the Census Bureau

exists. The invitations contain a reference code which will be required to complete the questionnaire on-line or via the phone.

Item Details:

A sub-committee of the Complete Count Committee developed a cross platform integrated marketing campaign. The campaign focuses on targeting all residents of Brookings as well as specific action items for those historically undercounted populations within the community.

The cross platform integrated marketing campaign includes:

- Integrated Social Media/Radio Marketing
- Print Advertising/Distribution
- Email Marketing
- Press Releases/News Articles
- Community Ambassadors and Partners/Sharing
- SDSU Targeted Marketing
- School District Marketing
- Other

The Brookings Public Library computer lab is available for individuals to complete the Census questionnaire on-line.

Legal Consideration:

The Census Bureau is bound by Title 13 of the U.S. Code to keep your information confidential. Under Title 13, the Census Bureau cannot release any identifiable information about you, your home, or your business, even to law enforcement agencies. The law ensures that your private data is protected and that your answers cannot be used against you by any government agency or court. The answers provided are used to produce statistics.

Financial Consideration:

The City of Brookings budgeted \$7,000 towards the 2020 Census marketing campaign.

Supporting Documentation:

1. Complete Count Committee Resolution
2. Census Presentation