

TOWN OF PALM BEACH

Information for Town Council Meeting on: January 14, 2020

To: Mayor and Town Council

Via: Kirk Blouin, Town Manager

Via: Josh Martin, Director of Planning, Zoning & Building

From: Wayne Bergman, Asst. Director of Planning, Zoning & Building

Re: 2020 Census – Complete Count Committee – Resolution 01-2020

Date: December 18, 2019

Subject Matter:

Census Complete Count Committees (“CCC”) are created by local, county and state governments in collaboration with community groups and their members to encourage response to the decennial census in their communities. The CCC develops and implements an awareness campaign using invaluable local community knowledge and understanding the best methods to reach community members in order to encourage response to the Census. Census Day 2020 is April 1 and now is the time to officially form a committee. There is a direct correlation between the formation of a CCC and census response rates. The primary goal of the 2020 Census is “to count everyone once, only one, and in the right place”. CCCs create relevant campaigns and messaging that resonate with their community members.

The Town of Palm Beach plans to form its own CCC, utilizing resources such as faith based organizations, business associations, property owner associations, country clubs and resorts, schools, media, and Town staff and resources to help spread the word about the importance of responding to Census 2020. Getting a full and accurate count of the number of people living in Palm Beach on April 1st will ensure the Town gets its fair share of more than \$675 Billion of annual Federal funding.

With the adoption of Resolution 01-2020, the Town can create and invite community members to participate in the CCC. The first meeting will be coordinated with Sandy Goodman, the US Census Liaison for the Town of Palm Beach, hopefully by the end of January, 2020. Sandy has been working tirelessly over the last year working with local communities in an effort to get everyone counted in the 2020 Census. Sandy brings with him a wealth of tools and strategies to engage the community and spread the word.

Staff Recommendation:

Staff recommends the adoption of Resolution 01-2020. This will allow the Town staff to invite numerous members from the local community to participate in the CCC and to help contact residents about the importance of the upcoming Census.