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Title: Receive an update on the Census

Sponsors:

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Attachments: 1. Census Update Presentation, 2. Census Operational Adjustments

Date	Ver.	Action By	Action	Result
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Receive an update on the Census

BACKGROUND:

The City Council passed Resolution No. 2018-59 supporting the U.S. Census Bureau 2020 and Resolution No. 2019-49 providing for the creation of a six-member Complete Count Committee consisting of one-member from each council district and the Mayor as committee chair. Mayor Robert Dye will deliver an update on the activities and initiatives that are underway and planned by the Census Committee in support of the 2020 U.S. Census to help ensure every Farmers Branch resident is counted.

DISCUSSION:

The success of the Census Committee will impact census figures which are the basis for defining our federal, state and local political districts. Census figures also fuel medical, economic and social research on communities, and inform much of our local infrastructure planning and decision-making processes. Perhaps most importantly, the data play a crucial role in determining how more than \$800 billion of federal funding is distributed and allocated annually across state and local governments. City Council will have the opportunity to review the goals of the Census Committee to identify Hard to Count (HTC) populations in the community, develop strategies to increase their likelihood of participation, and conduct outreach to those communities through trusted voices, whether that is faith-based institutions, immigrants' rights groups, or local service providers and business leaders.

WEBSITE:

[<https://farmersbranchtx.gov/1306/Census-2020>](https://farmersbranchtx.gov/1306/Census-2020)

ATTACHMENT:

1. Census Update Presentation
2. Census Operational Adjustments