

RESOLUTION
NO. 2019-59

A RESOLUTION
TO BE ENTITLED:

A RESOLUTION SUPPORTING LOCAL EDUCATIONAL
INITIATIVES, PUBLICITY AND PROMOTIONAL ACTIVITIES TO
INCREASE COMMUNITY AWARENESS AND PARTICIPATION
IN THE 2020 CENSUS

WHEREAS, the United States of America has performed a nationwide census every ten years since 1790, with the last census being in 2010; and

WHEREAS, an accurate census is essential for the allocation of representatives to serve in the legislative bodies of the U.S. House of Representatives, the Florida State Legislature, and within the City of Pensacola and Escambia County voting districts; and

WHEREAS, accurate census information is critical to planning for future growth, development, and the social needs of Escambia County and City of Pensacola; and

WHEREAS, the more informed that residents become about the 2020 census operations, the better their understanding of the census process becomes, thus increasing their willingness to the 2020 Census; and

WHEREAS, the Census Bureau is not permitted to publicly release responses furnished by any individual, or on behalf of an individual, or release information to other governmental agencies, including the Internal Revenue Service, the Immigration and Naturalization Service, law enforcement agencies or welfare agencies. In addition, per the Federal Cybersecurity Enhancement Act of 2015, census data is protected from cybersecurity risks through screening of the systems that transmit this data; and

WHEREAS, Escambia County and the City of Pensacola will actively encourage and support the most accurate and complete population count for Census 2020 by increasing the number of City and County responses through a focused and structured communications program.

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE CITY COUNCIL OF THE CITY OF PENSACOLA, FLORIDA:

Section 1. That the City of Pensacola will utilize appointed City staff to assist in the implementation of a census awareness campaign targeted to the Pensacola/Escambia County community to obtain an enhanced and increased response rate of 80% through an accurate and complete population count for Census 2020.

Section 2. The appointed City and County staff shall discuss and formulate strategies and techniques, working with census bureau officials, to enhance and increase the response rate to Census 2020. The staff shall support the planning and conducting of local educational initiatives, and for utilizing available communications materials for print media, posters, flyers and handouts as well as public service announcements on the radio and social media campaigns.

Section 3. The appointed staff shall encourage and engage with representatives from the Town of Century, Pensacola Naval Air Station, Pensacola State College, Escambia County Schools, the University of West Florida, Opening Doors Northwest Florida, Faith-based organizations, community organizations, large employers, corrections entities, media outlets and the Chambers of Commerce.

Section 4. The staff will be designated to work on this project from October 2019 through and including July 2020.

Section 5. This Resolution shall become effective the fifth business day after adoption, unless otherwise provided pursuant to Section 4.03(d) of the City Charter of the City of Pensacola.

Adopted: _____

Approved: _____
President of City Council

Attest:

City Clerk