



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 2019-59

City Council

10/10/2019

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### **LEGISLATIVE ACTION ITEM**

**SPONSOR:** City Council Member Jewel Cannada-Wynn

**SUBJECT:**

RESOLUTION NO. 2019-59 - CENSUS 2020

**RECOMMENDATION:**

That City Council adopt Resolution No. 2019-59:

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

**HEARING REQUIRED:** No Hearing Required

**SUMMARY:**

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

An accurate census is essential for some of the following reasons:

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.

For planning for future growth, development, and social needs of Escambia County and the City of Pensacola.

Having informed residents about the 2020 census operations will improve their understanding of the process, thereby increasing their willingness to participate in the 2020 census.

Both 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 County and City responses through a focused and structured communications program. Appointed staff will 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. Appointed staff will discuss and formulate

strategies and techniques, working with census bureau officials to enhance and increase the response rate to Census 2020; this will include the planning and conducting of local educational initiatives and utilizing available communications materials for print media, posters, flyers and handouts as well as public service announcements on the radio and social media campaigns.

**PRIOR ACTION:**

None

**FUNDING:**

N/A

**FINANCIAL IMPACT:**

None

**STAFF CONTACT:**

Don Kraher, Council Executive

**ATTACHMENTS:**

- 1) Resolution No. 2019-59

**PRESENTATION:** No