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Briefing On Census 2020

PURPOSE/BACKGROUND:

In November, staff met with Census representatives to discuss the upcoming 2020 Census. Many other localities are in the process of forming what is called a Complete Count Committee to ensure their locality is completely counted. It's important for Hampton to be counted correctly, as Census data is used by the federal government in distributing funds and by businesses as part of market analysis. While it varies by locality, Richmond has estimated they lose \$20,000 for each uncounted person over the course of the decade (\$2,000 a year) until the next Census. The Census recommends all localities establish the Complete Count Committee. This presentation will address the importance of the Census, how to achieve a complete count, and how to form a Complete County Committee.

1. Authorize the City Manager to form a Hampton Complete Count Committee and devote staff resources to support this effort.
2. Authorize the City Manager to appoint members to the Complete Count Committee.
3. Request the Mayor either serve as the Council representative on the Committee or appoint another Council member.