



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: City Manager
To: City Council
From: City Manager & Staff
Council Meeting Date: January 21, 2020
Re: Census 2020 outreach efforts

Executive Summary

Staff has prepared for Council consideration an ordinance appropriating \$30,000 from unreserved fund balance to fund outreach efforts for the 2020 Census.

Discussion

Boone County Counts, the partnership between the city and county, strives to raise awareness about the 2020 Census and the impacts it has on the county and the state. The City and County are working together with community partners to ensure a complete count in the 2020 Census.

Historically, the following populations have been undercounted in the decennial census: low-income households, renters, people of color, young children and foreign-born residents. Boone County's self-response rate has been 77 percent for the past two Census counts. There are some areas in the city of Columbia that had lower self-response rates, specifically in central Columbia and the east campus area.

Low participation in the 2020 Census could have substantial negative consequences for our state and county. For every adult and child that is not counted, Missouri loses an estimated \$1,300 in federal funding per year. That adds up to \$13,000 per person over the next 10 years. In fiscal year 2016, Missouri received more than \$16 billion through 55 federal spending programs guided by data derived from the 2010 Census.

The City applied for a grant from the Missouri Foundation for Health but was not awarded the funds. Boone County has allocated \$15,000 for the census outreach efforts.

The funds will be used to reach the historically undercounted populations mentioned above, as well as college students, transient populations, those living in group quarters (dorms, assisted living facilities, etc.), faith-based organizations and the general public. Funds would be used to host training events for community partners as well as informational events for residents, hire language interpreters to help communicate at events specific for communities that speak languages other than English, print and mail to historically undercounted populations that have been identified by community partners as preferring mailed information, print materials, advertise and promote on social media.



Fiscal Impact

Short-Term Impact: \$30,000

Long-Term Impact: None

Strategic & Comprehensive Plan Impacts

[Strategic Plan Impacts:](#)

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
None	None

Suggested Council Action

Approve the ordinance.