

1 Introduced by Council Member Dennis:  
2  
3

4 **RESOLUTION 2019-476**

5 A RESOLUTION ENCOURAGING THE CREATION OF A  
6 CENSUS 2020 COMPLETE COUNT COMMITTEE TO PLAN  
7 AND CONDUCT LOCAL EDUCATIONAL INITIATIVES,  
8 PUBLICITY AND PROMOTIONAL ACTIVITIES TO  
9 INCREASE COMMUNITY AWARENESS AND PARTICIPATION  
10 IN THE 2020 CENSUS; PROVIDING AN EFFECTIVE  
11 DATE.  
12

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

16 **WHEREAS**, an accurate census is essential for the allocation of  
17 representatives to serve in the legislative bodies of the U.S.  
18 House of Representatives, the Florida Legislature, and within the  
19 City of Jacksonville and Duval County voting districts; and

20 **WHEREAS**, accurate census information is critical to planning  
21 for future growth, development, and the social needs of Duval  
22 County; and

23 **WHEREAS**, the more informed that residents become about the  
24 2020 census operations, the better their understanding of the  
25 census process becomes, thus increasing their willingness to the  
26 2020 Census; and

27 **WHEREAS**, the Census Bureau is not permitted to publicly  
28 release responses furnished by any individual, or on behalf of an  
29 individual, or release information to other governmental agencies,  
30 including the Internal Revenue Service, the Immigration and  
31 Naturalization Service, law enforcement agencies or welfare

1 agencies. In addition, per the Federal Cybersecurity Enhancement  
2 Act of 2015, census data is protected from cybersecurity risks  
3 through screening of the systems that transmit this data; and

4 **WHEREAS**, the purpose of a Complete Count Committee would be to  
5 advise and assist Duval County and the City of Jacksonville in  
6 obtaining the most accurate and complete population count for  
7 Census 2020 by increasing the number of County responses through a  
8 focused, structured neighbor-to-neighbor program. The committee  
9 could also utilize the local knowledge, expertise and influence of  
10 each committee member to design and implement a census awareness  
11 campaign targeted to the Duval County community; now therefore

12 **BE IT RESOLVED** by the Council of the City of Jacksonville:

13 **Section 1. Encouraging the Creation of a Jacksonville**  
14 **Census 2020 Complete Count Committee.** The Administration is  
15 encouraged to create a Jacksonville Census 2020 Complete Count  
16 Committee to advise and assist Duval County and the City of  
17 Jacksonville in obtaining the most accurate and complete population  
18 count for Census 2020. The Committee would be responsible for  
19 discussing and formulating strategies and techniques, working with  
20 City and County staff and census bureau officials, to enhance and  
21 increase the response rate to Census 2020. It could also assist in  
22 planning and conducting local educational initiatives (including  
23 the preparing of obtaining posters, flyers and handouts for use by  
24 the media and others). The Committee could further assist in the  
25 preparation of materials for public service announcements on radio  
26 and social media. Additional duties and requirements as to the  
27 Jacksonville Census 2020 Complete Count Committee could be  
28 established at the time of creation of the Committee.

29 **Section 2. Effective Date.** This Resolution shall become  
30 effective upon signature by the Mayor or upon becoming effective  
31 without the Mayor's signature.

1  
2  
3  
4  
5  
6  
7  
8

Form Approved:

/s/ Paige H. Johnston

Office of General Counsel

Legislation Prepared By: Paige H. Johnston

GC-#1288729-v1-Dennis\_-\_Census\_Complete\_Count\_Comm\_