

1 Introduced by Council Member Dennis & Co-Sponsored by Council
2 Members Morgan and Hazouri and amended by the Rules Committee:

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5 **RESOLUTION 2019-476-A**

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

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

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

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

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

28 **WHEREAS**, the Census Bureau is not permitted to publicly
29 release responses furnished by any individual, or on behalf of an
30 individual, or release information to other governmental agencies,

1 including the Internal Revenue Service, the Immigration and
2 Naturalization Service, law enforcement agencies or welfare
3 agencies. In addition, per the Federal Cybersecurity Enhancement
4 Act of 2015, census data is protected from cybersecurity risks
5 through screening of the systems that transmit this data; and

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

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

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

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.

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Form Approved:

/s/ Paige H. Johnston

Office of General Counsel

Legislation Prepared By: Paige H. Johnston

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