

## February 7, 2019

The City Council of the City of Idaho Falls met in Special Meeting (Census Presentation), Thursday, February 7, 2019, in the Council Chambers in the City Annex Building located at 680 Park Avenue in Idaho Falls, Idaho at 2:00 p.m.

### Call to Order and Roll Call:

Mayor Rebecca L. Noah Casper  
Councilmember Thomas Hally  
Councilmember John Radford  
Councilmember Jim Francis  
Councilmember Michelle Dingman  
Councilmember Shelly Smede  
Councilmember Jim Freeman

### Also Present:

Jayne Black, Partnership Specialist, U.S. Census Bureau  
Marc Sunderland, Partnership Specialist, U.S. Census Bureau  
All available Department Directors and staff  
Variety of community members  
Michael Kirkham, Assistant City Attorney  
Kathy Hampton, City Clerk

Mayor Casper called the meeting to order at 2:00 p.m. She stated the Census count, required every ten (10) years, is important for funding for any government project. Mayor Casper recognized Ms. Black and Mr. Sunderland. Those in attendance introduced themselves. Mayor Casper then turned the presentation to Mr. Sunderland.

### Discussion of 2019 Census Process in Eastern Idaho:

Mr. Sunderland stated the current focus is on community engagement and education prior to the actual Census count. He indicated Idaho is one of the fastest growth States in the country – Idaho Falls is currently at 7% increase, surrounding areas of Bonneville County are at 10% increase. Mr. Sunderland stated Complete Count Committees will assist to ensure everyone is included in the Census. He then turned the presentation to Ms. Black.

Ms. Black believes the Census work is important due to the funding disbursement based on population. She reiterated the Census is part of the Constitution to be completed every ten (10) years. The key purpose is apportioning the U.S. House of Representatives. Ms. Black then presented the following overview:

### Why does the 2020 Census matter?

#### Power

- Congressional representation
- Reapportionment and redistricting

#### Money

- \$675 billion distributed annually
- Funding distributed based on population

#### Idaho

- Over \$2.4 billion each year to the State
- \$1,473 approximate per Idahoan counted

Federal funding – Census data informs how \$675 billion is distributed annually among local, state, and tribal governments for programs such as transportation; job training centers; schools; senior and foster care centers; housing; and, medical assistance programs.

### Goals for the 2020 Census:

- Maintain quality

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- Reduce costs
- Four areas of innovation – efficiency in building an address list; easier ways to respond; better use of information we already have; and, more efficient field operations.

New ability to self-respond beginning March 23, 2020 – internet; phone; paper form; and, in-person

**Impact to Region:**

75-80% - region Census mail participation rate in 2010

27,700-34,600 residents - requiring follow-up by Census enumerator in 2010

**Impact to Community:**

31,500+ - estimated net undercount in 2020 based on 2010 Census

\$1,473 - potential per person Federal funds available

\$460+million - amount of money stand to lose over the next decade

Hard-to-count populations include racial and ethnic minorities; lower income; persons who do not speak English fluently; LGBT (lesbian, gay, bisexual, and transgender); undocumented immigrants; children under five (5); people experiencing homelessness; tribal members; and, rural communities. Ms. Black stressed the confidentiality of the Census data. Mr. Sunderland stated as the Census data is received, error-checking is built into the process for under or over counting. An American Community Survey is also completed on an annual basis which assists with Census data.

**Where you can help:**

- Identify community organizations in your City that work directly with hard-to-count populations and who we can partner with to conduct outreach
- Incorporate Census outreach and education efforts into your existing community engagements
- Collaborate with Southeast and Southwest Idaho’s diverse stakeholders to deliver tried and tested messages

Ms. Black stated the Census Bureau is recruiting information for all positions.

**Community Partnership and Engagement Program (CPEP):**

Enroll community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

- Educate
- Encourage
- Engage

**Complete Count Committees (CCCs):**

Background and structure of CCCs. Can be high-level or low-level based on individual communities. Committee members are experts in: government; media; workforce development; business; education; community organizations; faith-based community; and, other, based on needs. Ms. Black stated they are encouraging cities to use a proclamation to have the Census completed by 2020. She reviewed the timeline for the 2020 Census Phases.

General questions, comments, and discussion followed.

There being no further business, the meeting concluded at 2:59 p.m.

s/ Kathy Hampton  
CITY CLERK

s/ Rebecca L. Noah Casper  
MAYOR