



Agenda Item Summary

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Submitted By

Tammie Grossman, Director of Development Customer Services Department

Reviewed By

LKS

Agenda Item Title

A Motion to Direct Staff to Establish a Village of Oak Park Volunteer 2020 U.S. Census Complete Count Committee

Overview

The purpose of this motion is to establish a Village of Oak Park volunteer 2020 U.S. Census Complete Count Committee. The committee will be led and staffed by Development Customer Services and the Committee's membership will include Village staff and community representatives, all working together to encourage Oak Park residents to participate in the 2020 Census.

Staff Recommendation

Approve the motion authorizing the establishment of an Oak Park 2020 U.S. Census Complete Count Committee.

Fiscal Impact

Funding for the operation of this committee will be nominal. Any and all required resources will be absorbed by the Development Customer Services Department.

Background

A Complete Count Committee (CCC) is a volunteer group established to increase awareness of the 2020 U.S. Census and, therefore, increase participation, by residents, in said census. The U.S. Census Bureau reports that CCC's are most effective when they include a cross-section of a community, meaning the committee should include individuals from government, education, business, religious organizations, the media and community groups. The Village's 2020 CCC will be led and staffed by the Development Customer Services Department and will strive to achieve broad based membership and participation.

The Village of Oak Park's 2020 U.S. Census Complete Count Committee will be responsible for developing and implementing a Census awareness campaign. The primary goal of the 2020 U.S. Census is to count everyone once, only once, and in the right place. A full and accurate count of Oak Park residents will help to ensure that the Village receives the full per capita benefit of State and Federal funding.

The CCC will work to achieve the greatest possible local input and community participation in the Census. The Village of Oak Park, like all local governments, needs to increase Census response rates to ensure the lowest

possible undercount of Oak Park residents. The CCC will utilize Oak Park knowledge, influence and resources to educate the community and promote the Census through locally based, targeted outreach efforts. The Village's 2020 efforts will be assisted through our receipt of detailed maps that show the rate of Census returns from 2010. These maps will help the CCC target its efforts to ensure the greatest response possible.

Staff will solicit input from Trustees for potential committee membership.

Alternatives

Do not form a Complete Count Committee and rely on only the Census Bureau and Village Staff to promote participation in the upcoming 2020 U.S. Census.

Previous Board Action

None

Citizen Advisory Commission Action

[Click here to enter text.](#)

Anticipated Future Actions/Commitments

None

Intergovernmental Cooperation Opportunities

The Village staff will work to encourage the participation of our governmental partners in the Complete Count Committee's efforts.

Performance Management (MAP) Alignment

A governance priority for Development Customer Services is economic development and vitality.