

Chair of the Committee at the January 2019 City Council Installation.

DISCUSSION: Between October 9 and November 25, 2018, staff advertised and solicited nominations for individuals with expertise in the following areas:

- Work with one or more historically undercounted communities, to include:
 - Communities in Arlandria, Alexandria West, Beauregard, and Landmark
 - Families with children under the age of 5
 - Renter households
 - Black or African American residents
 - Hispanic residents
- Knowledge of how historically undercounted communities perceive government entities
- Work directly with trusted messengers in historically undercounted communities

Twenty-seven applications were received, as shown in Attachment 3. Staff recommends that all applicants be selected to serve on the Committee. In addition, staff recommends that the City Manager appoint additional members as needed, in consultation with the Committee Chair, in order to ensure as diverse a representation on the Committee as possible. Finally, due to the large size of the Committee, Staff recommends establishment of a Steering Committee, appointed by the City Manager in consultation with the Chair. The Committee Chair, whose role is to guide the Steering Committee and larger Committee in developing a work program, is Councilman Canek Aguirre.

Additionally, ten City and Alexandria City Public Schools (ACPS) employees have agreed to assist with the work of the Committee, led by the Department of Planning and Zoning (see Attachment 4).

Once applicants have been appointed, staff will send appointment letters and schedule the first meeting.

FISCAL IMPACT: City Council has provided a budget of \$30,000 for the Census 2020 Complete Count Committee. A work program will be developed once the Committee has been established; programs may be similar to those of 2000 and 2010, and will also include social media and other new outreach tools effective in reaching a broad audience, including younger people (and which are no cost). Staff estimates a minimum of 500 hours of City Staff will be needed to support the Committee. The estimate consists of staff time that will be spent on meeting preparation and attendance, post-meeting activities, community outreach, and preparation of the annual status report.

ATTACHMENTS:

1. Draft Resolution
2. Resolution 2842
3. Recommended Membership of the Complete Count Committee
4. Recommended City and ACPS Staff for the Complete Count Committee
5. Presentation

STAFF:

Emily A. Baker, Deputy City Manager
Karl Moritz, Director, Department of Planning and Zoning
Carrie Beach, Division Chief, Neighborhood Planning and Community Development
Radhika Mohan, Principal Planner, Neighborhood Planning and Community Development
Sierra Latham, Urban Planner II, Neighborhood Planning and Community Development