



DATE: March 17, 2020

CATEGORY: Consent

DEPT.: City Manager's Office

TITLE: **Adopt a Resolution in Support of Outreach Activities to Ensure a Complete Count and Participation in the 2020 Decennial Census**

RECOMMENDATION

Adopt a Resolution in Support of Outreach Activities to Ensure a Complete Count and Participation in the 2020 Decennial Census, to be read in title only, further reading waived (Attachment 1 to the Council report).

BACKGROUND

Every 10 years, the U.S. Census Bureau undertakes the massive task of counting every person living in the United States—regardless of age, citizenship status, gender, etc. A complete Census count is important because its data is used to set district boundaries for Congressional, State senate, State assembly, County supervisor, and city council elections. It has been reported that based on projected population estimates, California may lose a Congressional seat. Additionally, Federal funding, which is distributed to the State and cities, is dependent on the U.S. Census count data.

Census Day is April 1, 2020. Every U.S. Census cycle faces the challenge of overcoming various barriers in order to achieve a high response rate. The U.S. 2020 Census will be the first to rely heavily on online responses, thus requiring more consistent and focused outreach and collaboration across local governments and community partners in order to reach hard-to-count individuals.

ANALYSIS

The City of Mountain View celebrates its diverse population and is committed to the Council Major Goal of promoting a “community for all” that protects vulnerable populations and preserves Mountain View’s socioeconomic and cultural diversity. As part of this goal, the City has been actively working to support a full count in Mountain View, with particular efforts to raise awareness and access to the survey amongst traditionally hard to reach groups. The City of Mountain View has been an active

participant on the Santa Clara County Complete Count Committee, working closely with the U.S. Census Bureau to coordinate, plan, and promote U.S. Census 2020 outreach activities at Citywide events that have included Concerts on the Plaza, Thursday Night Live, Monster Bash, the Community Tree Lighting Celebration, numerous public Library events, and outreach to the Spanish-, Russian-, and Chinese-speaking communities in Mountain View. The proposed resolution affirms the City of Mountain View's commitment to ensuring a complete and accurate count of all Californians and residents in the City of Mountain View.

FISCAL IMPACT – There is no fiscal impact associated with this resolution.

ALTERNATIVES

1. Do not adopt the resolution.
2. Provide other direction.

PUBLIC NOTICING – Agenda posting.

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CG/5/CAM
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Attachment: 1. Resolution