



# STAFF REPORT

AGENDA NO: 8b

MEETING DATE: February 18, 2020

**To: Honorable Mayor and City Council**

**Date: February 18, 2020**

**From: Meaghan Hassel-Shearer, City Clerk – (650) 558-7203**

**Subject: Adoption of a Resolution Recognizing the Importance of the 2020 Census and Encouraging Residents of the County of San Mateo to Promote and Complete the Census to Ensure a Fair, Accurate, and Complete Count**

## **RECOMMENDATION**

Staff recommends that the City Council adopt a resolution recognizing the importance of the 2020 Census and encouraging residents of the County of San Mateo to promote and complete the census to ensure a fair, accurate, and complete count.

## **BACKGROUND**

Mayor Beach recently received a request from San Mateo County Supervisor Canepa asking if the City would issue a resolution declaring the importance of the census. Supervisor Canepa explained that, "the census determines how the Federal government distributes nearly \$700 billion a year to states and counties. It is estimated that each resident who is not counted can be a loss of up to \$10,000 to the County. A 1 percent undercount, for instance, could cost San Mateo County residents up to \$75 million annually that funds critical services. Over 10 years, this could cost the County up to \$750 million."

## **DISCUSSION**

After receiving this request, staff reviewed the Census 2020 website: [www.2020census.gov](http://www.2020census.gov). Staff learned that beginning in mid-March, households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census. By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. The public has three options for responding:

1. Online
2. By phone
3. By mail

Staff recommends that the City Council adopt the attached to promote the 2020 Census and to encourage the public to take part in the census.

## **FISCAL IMPACT**

There is no fiscal impact

Exhibit:

- Resolution