



# City of San Leandro

Meeting Date: October 7, 2019

## Resolution - Council

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**File Number:** 19-542 **Agenda Section:** CONSENT CALENDAR

**Agenda Number:** 8.K.

**TO:** City Council

**FROM:** Jeff Kay  
City Manager

**BY:** City Council

**FINANCE REVIEW:** Not Applicable

**TITLE:** RESOLUTION of the City of San Leandro City Council Recognizing the Importance of the 2020 Census and Encouraging All Local Resident to be Counted

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WHEREAS, the U.S. Census Bureau is required by Article I, Section 2 of the U.S. Constitution to conduct an accurate count of the population every ten years; and

WHEREAS, the next enumeration will take place on April 1, 2020 and will be the first to rely heavily on online responses; and

WHEREAS, the primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups; and

WHEREAS, that challenge is amplified in California, given the large size of the state and the diversity of its communities; and

WHEREAS, California has a large percentage of individuals who are considered traditionally difficult to count; and

WHEREAS, these diverse communities and demographic populations are at risk of being undercounted in the 2020 Census; and

WHEREAS, California receives nearly \$77 billion in federal funding that relies, in part, on census data; and

WHEREAS, every resident not counted could result in a potential loss of federal funding that supports services for the entire community; and

WHEREAS, the data collected by the decennial Census also determines the number of seats each state is allocated within the U.S. House of Representatives; and

WHEREAS, the data is also used in the redistricting of state legislatures, county boards of supervisors and city councils; and

WHEREAS, the decennial census is a massive undertaking that requires cross-sector collaboration and partnership in order to achieve a complete and accurate count; and

WHEREAS, California has dedicated a historic amount of funding and resources to ensure every Californian is counted once, only once and in the right place; and

WHEREAS, the U.S. Census Bureau is facing several emerging challenges with the 2020 Census, including a constrained fiscal environment, rapidly changing use of technology, declining response rates, and increasingly diverse & mobile populations, thus support from partners and stakeholders is critical; and

WHEREAS, the City of San Leandro, in partnership with the Alameda County Complete Count Committee, the State, businesses, schools, and community organizations, is committed to robust outreach and communication strategies, focusing on reaching the hardest-to-count individuals.

NOW THEREFORE, the City of San Leandro City Council recognizes the importance of the 2020 U.S. Census and supports helping to ensure a complete, fair, and accurate count of all Californians; and

The City of San Leandro hereby commits to: including Census information in its communications to residents, hosting Questionnaire Assistance Centers at City facilities to ensure San Leandrans have access to complete the form online, and incorporating Census-related messaging and materials into existing community programming.