



Agenda Report

20-13760

Agenda Date: 1/28/2020

REPORT TO COUNCIL

SUBJECT

Study Session: Census 2020 Update - Communication and Outreach Plan [Council Pillar: Enhance Community Engagement and Transparency]

BACKGROUND

Every 10 years, as required by the U.S. Constitution, the U.S. Government conducts a census that counts every person living in the United States. This data is used to determine seats in the U.S House of Representatives, electoral college votes, legislative boundaries and the distribution of over \$675 billion in federal funding that supports public health, transportation, infrastructure, education, housing and more. The next census will be in 2020. As part of the FY2019/20 Adopted Budget, City Council authorized \$100,000 to support the 2020 Census, and the City has been actively participating in various regional efforts to conduct census outreach in the community.

DISCUSSION

The purpose of this report is to provide information about the upcoming 2020 Census and the City of Santa Clara's involvement.

At the Jan. 28, 2020 Council study session, staff will provide an informational briefing on the 2020 Census, including:

- An outline of the 2020 Census and what to expect,
- An update on current regional activities, and
- An overview of activities and outreach in Santa Clara (Attachments 1 & 2)

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no cost to the City associated with this report other than administrative time and expense.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Review and provide input on the Census 2020 Update - Communication and Outreach Plan

Prepared by: Kendra Davis, Management Analyst
Reviewed by: Cynthia Bojorquez, Assistant City Manager
Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. 2020 Census Activities - City of Santa Clara
2. 2020 Census Activities at the Santa Clara Library