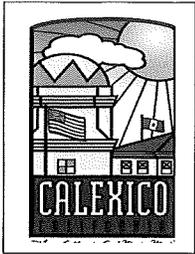


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AGENDA STAFF REPORT

DATE: July 3, 2019

TO: Mayor and City Council

APPROVED BY: David B. Dale, City Manager *DD*

PREPARED BY: David B. Dale, City Manager

SUBJECT: Appointment of Two Council Members to Serve on the
Census Ad-Hoc Sub-Committee

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Recommendation:

Appoint two council members to serve on the Census Ad-Hoc Sub-Committee.

Background:

As mandated by the United States Constitution (Article 1, Section 2), an “actual Enumeration” of the population living in the United States, citizens or noncitizens alike, is required to be conducted every ten years. The next decennial census will be conducted in April 2020, with efforts to promote self-response beginning in March and follow up enumeration through June 2020.

The census is the cornerstone of our democracy, ensuring equitable political representation and fair allocation of resources at all levels of government. In addition, census data informs important decisions made across social and business sectors regarding programs, products, and services. Therefore, ensuring an accurate count in the Census 2020 is essential. An undercount in the Census 2020 could have significant impact on the Imperial County and City of Calexico. For each individual not counted in the Census 2020, up to \$1,958 per year of federal funds could be lost for the following decade.

Discussion & Analysis:

The County of Imperial is preparing a 2020 Census Strategic Plan. As a part of the plan, certain city activities will be used to encourage persons to participate in the Census. The Sub-Committee members will be asked to take part in meetings, work with County officials, engage the community, and attend events.

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Fiscal Impact:

None.

Coordinated With:

None.

Attachment(s):

None.